

# MANUFACTURERS RECORD

## Excess Profits Tax

**I**F the excess profits tax should be permitted to expire on June 30th, not only business, but the nation as a whole would benefit. This tax promotes waste and dulls incentive. It is in direct opposition to the free enterprise system—the foundation of our economic and social progress.

The excess profits tax is especially unfair to small and medium sized businesses which, because of it, are unable to retain the earnings necessary to expand or modernize their plants.

Relief from the financial stagnation of this paralyzing tax that has prevented young, aggressive companies from playing their accustomed dynamic role, would brand as false the notion that the Eisenhower administration is a big business one.

The abolition of the excess profits tax is particularly important to the South, where growth is vital and should be unimpeded.

## **phosphate**

*for the manufacture  
of industrial  
chemicals*

## **phosphate**

*for the manufacture  
of complete fertilizers*

## **phosphate**

*ground rock phosphate for direct  
application to the soil*



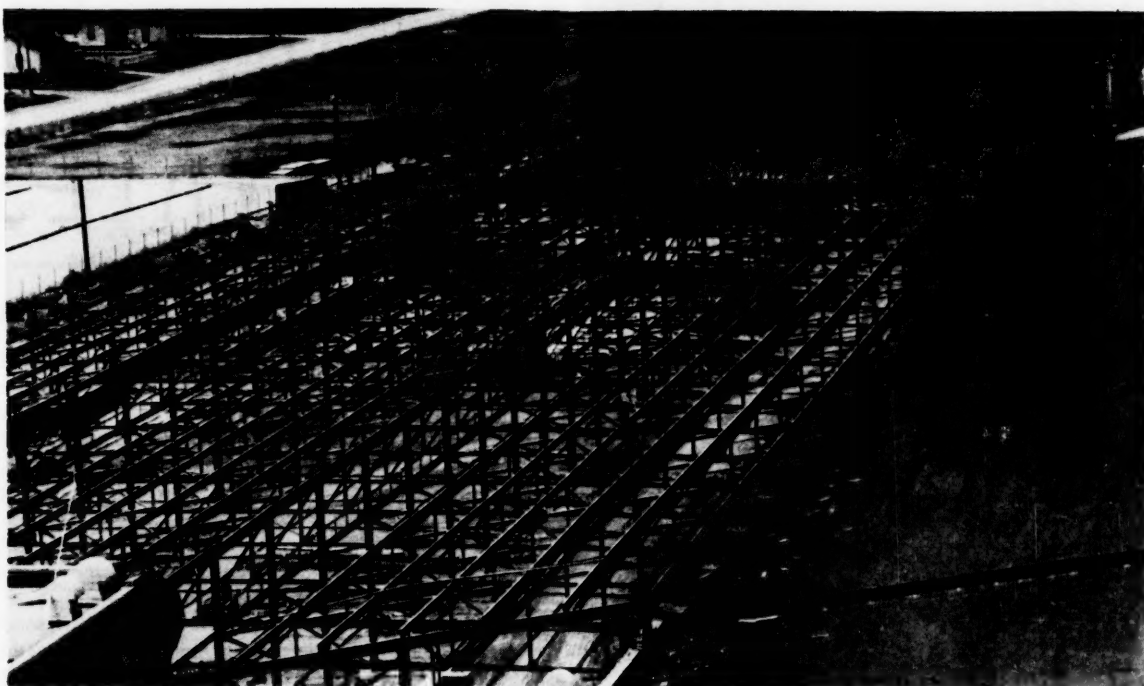
*high grade phosphates  
for industry and agriculture*

*phosphate division* **INTERNATIONAL MINERALS & CHEMICAL CORPORATION**

*General Offices: 20 North Wacker Drive, Chicago 6*

*Phosphate mines and plants in Florida at Noralyn, Peace Valley, Achan, Mulberry; in Tennessee at Mt. Pleasant and Wales*

*This advertisement is appearing currently in magazines reaching fertilizer manufacturers*



## *Stretching a Rubber Plant.....*

- Addition to B. F. Goodrich Co. plant, Miami, Oklahoma. Saw-tooth
- roof-truss construction gives maximum light and ventilation. Floor
- area of entire building, 168,000 square feet. Batson-Cook Co., general
- contractors. Structural steel was fabricated by O'NEAL.

## *with* **STEEL**

Like many growing industries, B. F. Goodrich found they needed more space in a hurry. For space, they came to the open countryside of the Southwest. For speed of construction, they relied on STEEL.

One-story steel-frame buildings like this one are typical of the industrial construction going up in the South. These buildings handle heavy machinery, heavy merchandise, with no need for elevators or ramps. They go up FAST and they last and last. Maintenance cost is minimum—will *still* be minimum years from now. For endurance, for speed of erection, for LONG-RANGE economy of building maintenance, nothing equals STEEL.

### **O'NEAL STEEL WORKS**

Birmingham 2, Ala.





# INSULATED

# METAL WALLS

for INDUSTRIAL and COMMERCIAL BUILDINGS  
ALUMINUM, STAINLESS or GALVANIZED STEEL

Today, Insulated Metal Walls are saving construction dollars in both material and labor costs . . . they are reducing construction time through rapid erection—even in periods of extremely low temperature. This amazingly light weight construction, with an over-all "U" Factor superior to a conventional masonry wall, permits further economies in the building frame or supporting structure. Architects, as well as owners and management groups throughout the country are revising their concept of permanent exterior wall construction. In the powerhouse illustrated below, Mahon Fluted Type, Field Constructed Insulated Metal Walls with galvanized steel exterior plates were employed to good advantage for virtually all exterior walls. Mahon Insulated Metal Walls are available in the three exterior patterns shown at left . . . each lends itself to individual architectural expression in building design. The Mahon "Field Constructed" Fluted or Ribbed Wall can be erected up to sixty feet in height without horizontal joints—a feature of Mahon Walls which is particularly desirable in powerhouses, steam plants, warehouses, auditoriums, or other buildings where high expanses of unbroken wall surface are common. See Sweet's Files for complete information including Specifications, or write for Catalog No. B-53-B.

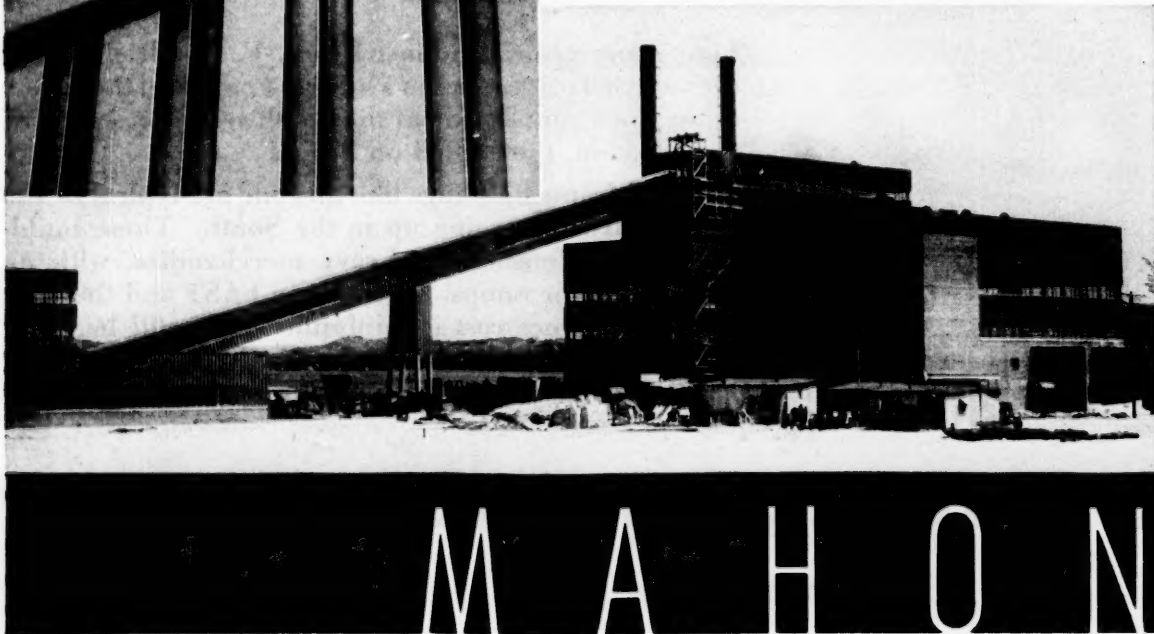
FLUSH, RIBBED, or FLUTED

Over-all "U" Factor of Various Types is Equivalent to or Better than Conventional 16" Masonry Wall

THE R. C. MAHON COMPANY

Detroit 34, Mich. • Chicago 4, Ill. • Representatives in all Principal Cities

Manufacturers of Insulated Metal Walls; Steel Deck for Roofs, Partitions, and Permanent Concrete Floor Forms; Rolling Steel Doors, Grilles and Underwriters' Labeled Rolling Steel Doors and Fire Shutters.



# MAHON

MANUFACTURERS RECORD FOR



# MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest



Volume 122

April 1953

Number 4

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## Dallas Merchandise Mart Attracts Wide Attention

Southwestern retailers and manufacturers from all over the nation are lauding Dallas' fabulous new Merchandise Mart. Strategically located in the heart of downtown Dallas at Ervay and Young, the ultra-modern Merchandise Mart has been hailed as rounding out the buyers' big four—adding a Southwest buying center to those of the Pacific, Atlantic and Central regions.

Dallas was chosen as the site for the Mart since it is the buying headquarters for the booming Southwest.

The eight floored Merchandise Mart, which covers an entire city block, is divided into sections, each of which is designated for the display of a particular type of merchandise. Already represented are national and international manufacturing companies, representatives, wholesalers and importers. A few of the categories are giftwares, lamps, glassware, furniture, appliances, and toys. Other sections are devoted to carpets, sporting goods, wearing apparel for men, women and children, building material and housewares.

Designed to display merchandise to its best advantage, each show room is beautifully appointed and features wide visual areas of plate glass windows set on Roman brick, surmounted by Philippine mahogany trim, acoustical ceilings to absorb noise, and attractive asphalt tile floors. Extra features of the massive structure include a modern cafeteria and year-round air conditioning. A trained staff of technicians and engineers keep the building in top condition at all times. Buyers and tenants alike can move quickly from one floor to another with the aid of four smartly appointed elevators.

Because many buyers drive into Dallas, a parking area has been provided and adjoins the building. In addition, there is nearby parking space for tenants, plus warehouse and storage space which is available at a nominal cost.

A double team track, the length of the building, is serviced by all railroads and is capable of unloading seven cars at once. Opposite the railroad dock is a huge motor freight terminal, built to handle all sizes of local and long-distance vans.

Speaking highly of the Dallas Merchandise Mart, L. E. Speer, buyer at Brown-Dunkin of Tulsa, Oklahoma, stated, "I think it is terrific, and I intend to make every show. I believe it will help myself and many other buyers in the years to come." John Shotton of Striplings in Ft. Worth said, "I guess it will be necessary to make frequent trips to Dallas and it will now be much easier whereby I can contact many of my manufacturers and do business much quicker.

Writing to the officers of the Mart, James P. McIlhenny, vice-president of Waring Products said, "I am . . . greatly pleased that Dallas is finally to have a Merchandise Mart. I told you that I thought a real Merchandise Mart would be a terrific thing for Dallas and the Southwest."

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# 200,000-GAL.

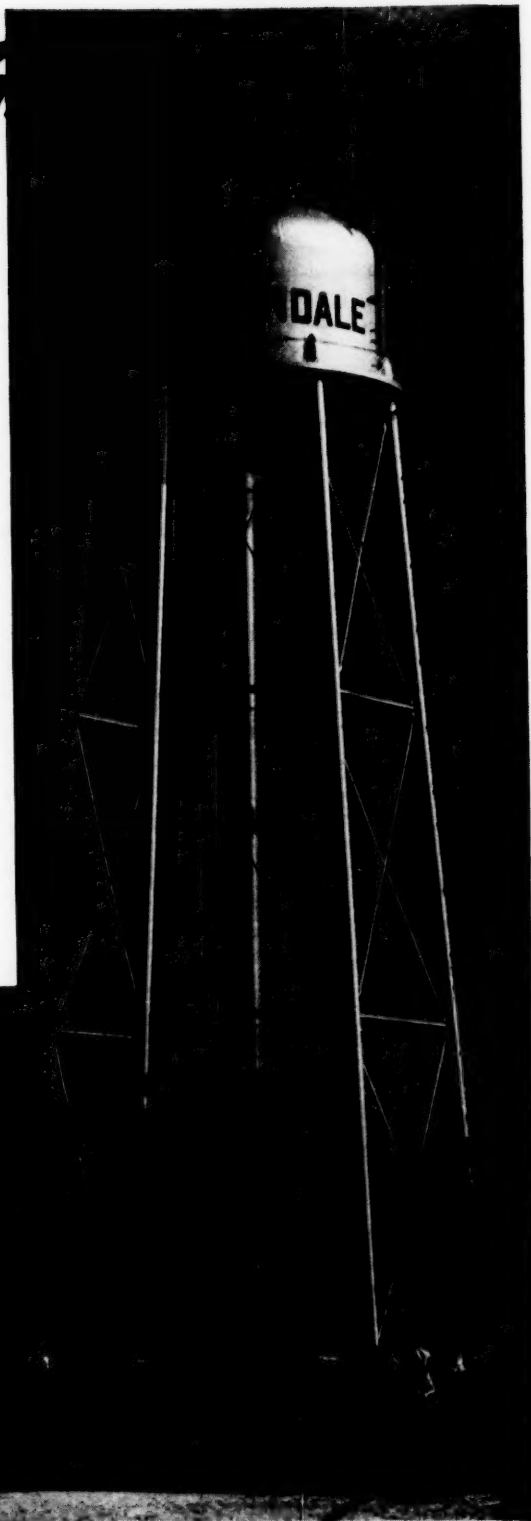
## HORTON ELEVATED TANK included in NEW WATER SYSTEM

The City of Hallandale, Florida has recently installed a completely new water works system designed by Briley-Wild Associates, Consulting Engineers of Daytona Beach, Florida.

Plans for the system included a 200,000-gal. elevated tank. It supplies the community with a dependable, gravity-pressure water supply for domestic needs and fire protection. Looking ahead, the new Horton elevated tank and distribution system should meet the normal growth in population throughout the next thirty years.

Horton elevated tanks for municipal water service are built with ellipsoidal-bottoms in standard capacities from 15,000 to 500,000 gallons—with radial-cone bottoms from 500,000 to 3,000,000 gallons. For estimates or quotations, please write our nearest office. State capacity desired, height to bottom and location. There is no obligation on your part.

*This 200,000-gal. Horton ellipsoidal-bottom elevated tank at Hallandale, Florida was built to withstand wind velocities up to 150 M.P.H.*



## CHICAGO BRIDGE & IRON COMPANY

Atlanta 3 .....2145 Hooley Bldg.  
Birmingham 1 .....1530 North Fifth St.  
Boston 10 .....1020-201 Devonshire St.  
Chicago 4 .....2106 McCormick Bldg.  
Cleveland 15 .....2216 Midland Bldg.

Detroit 26 .....1510 Lafayette Bldg.  
Havana .....402 Abreu Bldg.  
Houston 2 .....2114 C & I Life Bldg.  
Los Angeles 17 .....1517 General Petroleum Bldg.

New York 6 .....3313-165 Broadway Bldg.  
Philadelphia 3 .....1619-1700 Walnut Street Bldg.  
San Francisco 4 .....1540-200 Bush St.  
Seattle 1 .....1320 Henry Bldg.  
Tulsa 3 .....1611 Hunt Bldg.

PLANTS IN BIRMINGHAM, CHICAGO, SALT LAKE CITY AND GREENVILLE, PENNSYLVANIA

MANUFACTURERS RECORD FOR

# BUSINESS TRENDS

## Business Continues

## On High Plane

### THE NATION

With economic data for January 1953 now complete and those of February well on the way to completion it becomes certain that the year 1953 has started out on a substantially higher business level than that of 1952.

With the exception of farming and mining all major sectors of the National economy are moving along on a plane some 13 per cent higher than that of the same period last year.

Current activity therefore is bearing out a goodly number of predictions generally accepted for the new year before the old one had come to a close. Among these predictions were:

Belief that capital outlays for 1953 would be slightly above the record rates of 1952. Preliminary reports for the early months of 1953 bear out this prediction—at least for the early stages.

Belief that new construction in 1953 would reach a new peak. Gains of both January and February over the same months a year ago serve to give early strength to this prediction.

Belief that government purchases would be stepped up in 1953. Spending for defense is now about 10 per cent higher than a year ago and still gradually rising. It is unlikely, however, that the rise will long continue or go very high. Nevertheless, what rise there is contributes strongly to currently booming business activity.

### THE SOUTH

With controls lifted from a number of strategic materials, the South has dropped back somewhat in competition with National averages related to business activity.

Controls, while in force, affected the South less than the more highly industrialized regions of the United States. It was natural, therefore, that the South would have advantage so long as such controls were effective and would lose that advantage along with lifting of controls.

Results for January 1953 show the South moving one or two points behind the Nation as a whole.

One month does not afford a very satisfactory base for comparison, and additional data will be required before it can be known whether the South has dropped back temporarily or for a longer period.

As the data stand for January, the South is about 4 per cent behind in agriculture, 3 per cent behind in manufacturing, and one per cent behind in total business volume.

On the other hand, the Region continues to pace the Nation in Construction, with a lead of 6 per cent, and is in general balance with the U. S. as a whole in other business categories.

### ON THE UPWARD SIDE

All immediate economic data point upward.

Gains are consistent and complete throughout the nine major business categories, with the aforementioned exceptions of agriculture and mining which are off but slightly and likely at any time to balance themselves with the previous period.

Nor is there any sign of faltering anywhere along the line so far as current activity is concerned.

### ON THE DOWNWARD SIDE

Indicators that point downward do so solely for some future period.

Government spending, in the absence of hot war, is definitely due for an early peak and downward trend.

Since last summer inventories have been gently but steadily rising. This rise has been in the face of intensive buying on the part of consumers, business and government, indicating plant capacity sufficient to fulfil all demand and build up besides a modest surplus.

Like most other things in the universe, inventories can go only so high before they must by some manner or means begin to fall. The fall can be precipitous.

Business loans, as well as consumer debt, are again on the rise. After a seasonal lull in early January, commercial loans resumed their upward climb and have risen constantly since that time.

What has been said of inventories applies likewise to debt.

But at what time these factors may reach their limit is an indeterminable question.

As of now, business as usual, at very high level, is the order of the day.

(Continued on page 9)

**What You Want—When You Want It! . . . From CONNORS STEEL**



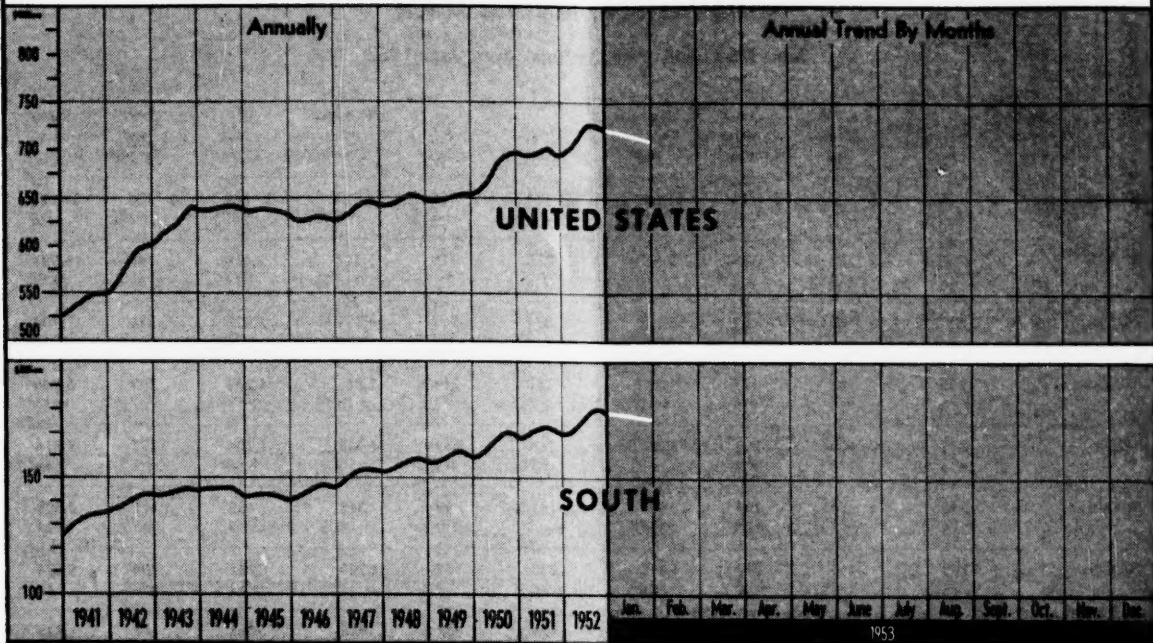
Choose the method of communication you prefer: telephone, letter or telegraph . . . When directed at CONNORS Steel, these instruments will work "near-miracles" toward providing the steel you need when you need it . . .

That's because we at CONNORS are proud of our reputation for superior service and consistent dependability . . .

Specify CONNORS Steel next time! . . .

**CONNORS STEEL DIVISION**  
H. K. PORTER COMPANY, INC. OF PITTSBURGH  
**BIRMINGHAM ALABAMA**

**PHYSICAL VOLUME**  
OF  
ALL GOODS TURNED OUT BY PRIVATE ENTERPRISE  
(MEASURED IN 1947-49 DOLLARS)



**Regional Indicators**

(Continued from page 7)

**Farm Marketings (\$ Mil.)**

	Jan. 1953	Dec. 1952	Jan. 1952
South .....	\$ 758	\$ 988	\$ 781
Other States .....	\$2,181	\$2,067	\$2,041
United States .....	\$2,939	\$3,055	\$2,822

**Construction (\$ Mil.)**

	Jan. 1953	Dec. 1952	Jan. 1952
South .....	\$ 850	\$ 896	\$ 734
Other States .....	\$1,510	\$1,738	\$1,426
United States .....	\$2,360	\$2,634	\$2,160

**Mineral Output (\$ Mil.)**

	Jan. 1953	Dec. 1952	Jan. 1952
South .....	\$ 583	\$ 572	\$ 574
Other States .....	\$ 497	\$ 498	\$ 506
United States .....	\$1,080	\$1,070	\$1,080

**Manufacturing (\$ Mil.)**

	Jan. 1953	Dec. 1952	Jan. 1952
South .....	\$ 5,081	\$ 5,113	\$ 4,621
Other States .....	\$18,112	\$18,101	\$15,726
United States .....	\$23,193	\$23,214	\$20,347

**National Indicators**

	Jan. 1953	Dec. 1952	Jan. 1952
Personal Income (\$ Bil.) ...	\$ 280.5	\$ 280.0	\$ 263.4
Ave. Weekly Earnings (Mfg.)	\$ 71.27	\$ 72.40	\$ 66.91
Consumer Credit (\$ Mil.) ...	\$ 23,734	\$ 23,973	\$ 20,126
All Inventories (\$ Mil.) ...	\$ 74,674	\$ 74,810	\$ 74,097
Mfg. Inventories (\$ Mil.) ...	\$ 43,682	\$ 43,824	\$ 43,178
Trade Inventories (\$ Mil.) ...	\$ 30,992	\$ 30,986	\$ 30,919
Bank Debits (\$ Mil.) .....	\$132,786	\$153,516	\$123,058

	Jan. 1953	Dec. 1952	Jan. 1952
Ave. Weekly Hours (Mfg.) .....	41.1	41.8	40.8
Carloadings .....	3,352	2,671	3,562
Consumer Prices ('47-'49=100) ...	113.9	114.1	113.1
Retail Prices ('35-'37=100) .....	209.0	209.6	210.9
Wholesale Prices ('47-'49=100) ...	109.9	109.6	113.0
Construction Costs ('47-'49=100) ...	122.8	122.5	118.4
Electric Output (mil. kw. hrs.) ...	42,656	42,310	39,710

(Continued on page 10)



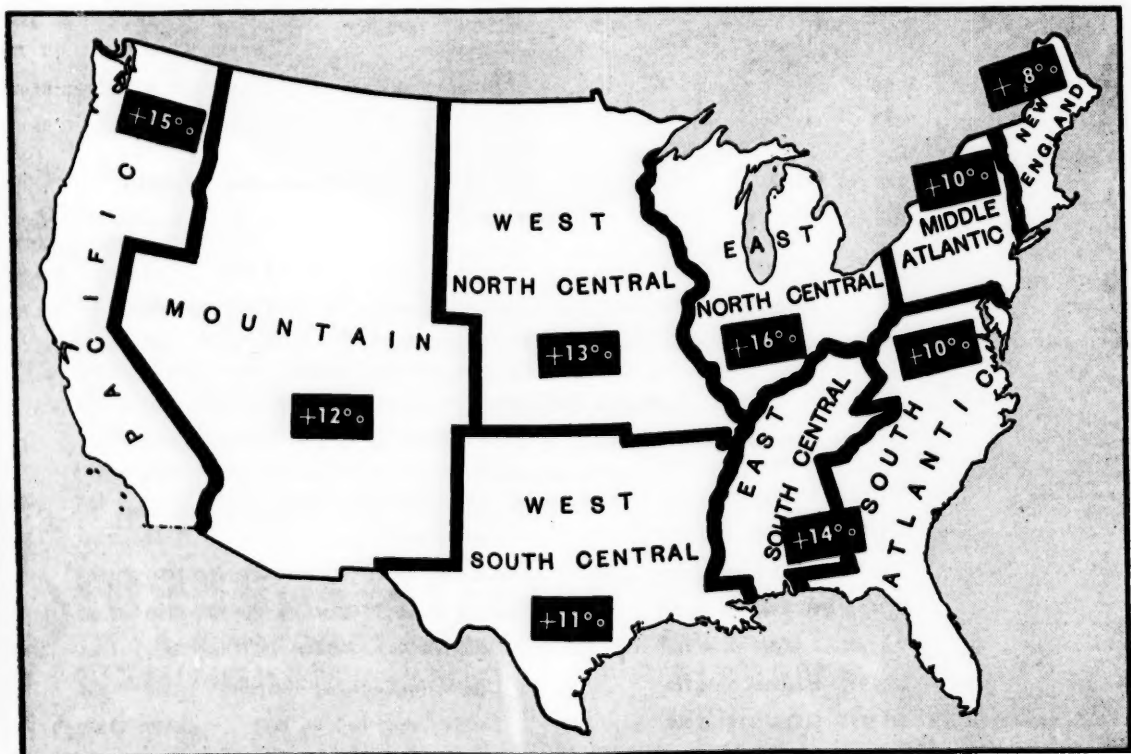
# NATIONAL BUSINESS VOLUME

(Continued from page 9)

## Business Volume By Regions (\$ Million)

Jan. 1953 with gain (or loss) over Jan. 1952

	Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Utili- ties	Fi- nance	Whole- sale Trade	Re- tail Trade	Service Trade	Busi- ness Volume
New Eng.	\$ 75 +7%	\$ 4 even	\$ 121 -7%	\$1,662 +10%	\$ 151 -5%	\$ 200 +3%	\$ 915 +3%	\$ 889 +15%	\$ 150 +3%	\$4,167 +8%
Mid. Atl.	176 +4%	106 -11%	439 +2%	5,528 +10%	735 +2%	775 +1%	5,428 +14%	2,660 +12%	740 even	16,587 +10%
E. N. Cen.	517 +4%	83 -10%	459 +12%	7,282 +20%	624 +2%	503 +7%	4,129 +16%	2,931 +16%	576 +7%	17,104 +16%
W. N. Cen.	875 +16%	83 +6%	175 +4%	1,753 +10%	301 +7%	214 +3%	2,063 +16%	1,273 +13%	209 +7%	6,946 +13%
S. Atl.	225 -6%	100 -10%	392 +8%	2,260 +9%	364 +2%	269 +7%	1,623 +10%	1,704 +18%	277 +5%	7,214 +10%
E. S. Cen.	286 +14%	64 -15%	137 +26%	921 +11%	143 even	92 +7%	868 +16%	683 +18%	111 +3%	3,305 +14%
W. S. Cen.	285 -12%	410 +8%	272 +18%	1,415 +8%	285 even	183 +6%	1,249 +17%	1,231 +17%	204 +6%	5,534 +11%
Mount.	207 -4%	127 +7%	91 +4%	355 +12%	123 +3%	62 +6%	425 +18%	463 +16%	82 +7%	1,935 +12%
Pacif.	293 -4%	103 even	274 +14%	2,017 +16%	322 +5%	278 +8%	1,633 +18%	1,418 +18%	333 +3%	6,671 +15%
U. S.	2,939 +4%	1,080 even	2,360 +9%	23,193 +13%	3,048 +2%	2,576 +4%	18,333 +14%	13,252 +17%	2,682 +4%	69,463 +12%

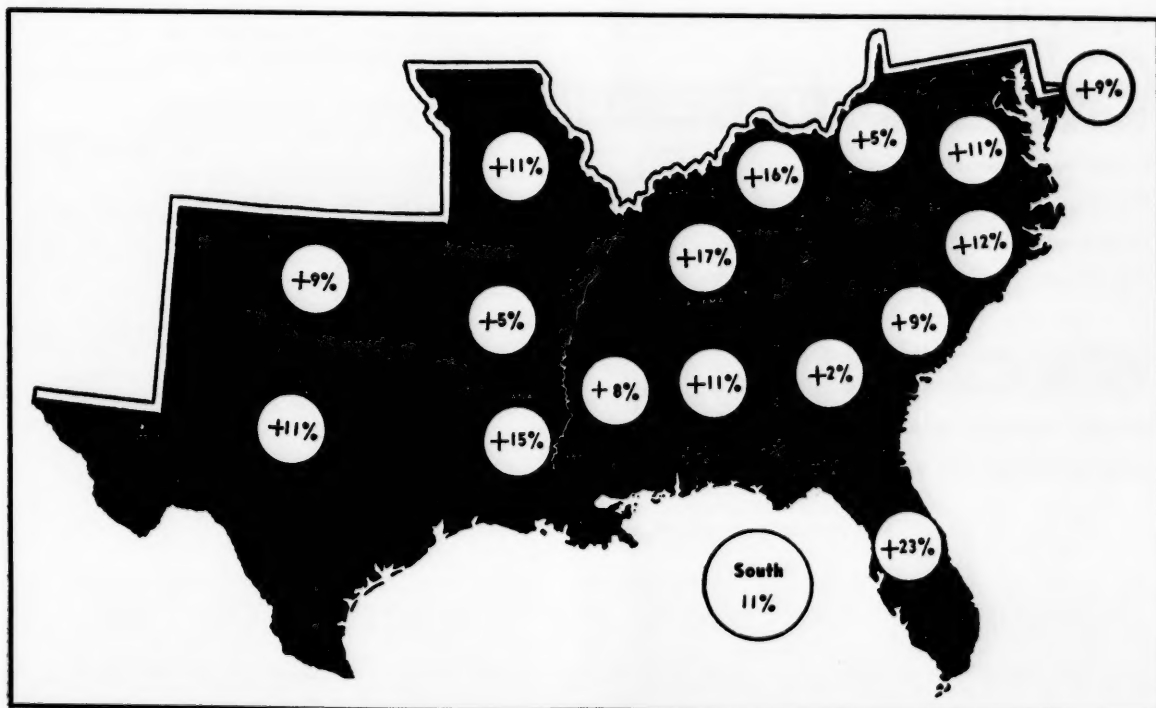




# SOUTHERN BUSINESS VOLUME

Business Volume by States (\$ Million)  
Jan. 1953 with gain (or loss) over Jan. 1952

	Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Utili- ties	Fi- nance	Whole- sale Trade	Re- tail Trade	Serv- ice Trade	Busi- ness Volume
Ala.	\$ 29 even	\$ 11 —15%	\$ 33 even	\$ 257 +8%	\$ 39 even	\$ 27 +8%	\$ 159 +16%	\$ 176 +28%	\$ 27 even	\$ 758 +11%
Ark.	33 —30%	10 even	18 even	81 +3%	22 even	11 +10%	80 +23%	110 +18%	15 even	380 +5%
D. C.	—	—	20 —9%	20 —9%	23 +4%	31 even	137 +10%	142 +15%	27 even	400 +7%
Fla.	51 —12%	6 even	79 +27%	124 +15%	53 even	49 +16%	268 +36%	308 +31%	52 +15%	990 +23%
Ga.	34 —22%	3 even	39 —9%	345 +9%	52 +2%	39 +5%	240 even	233 +14%	43 +2%	1,028 +2%
Ky.	150 +20%	37 —15%	35 +35%	268 +8%	42 even	21 +10%	262 +31%	184 +18%	29 +3%	1,028 +16%
La.	39 even	67 +4%	59 +78%	261 +23%	59 even	27 even	188 +15%	186 +12%	29 +11%	915 +15%
Md.	19 even	2 even	48 +4%	354 +10%	53 +6%	44 +7%	234 +10%	220 +13%	35 +2%	1,009 +9%
Miss.	39 +8%	11 —8%	23 +64%	93 even	19 even	11 even	92 +8%	100 +17%	14 even	402 +8%
Mo.	85 —4%	9 —9%	58 +28%	544 +14%	95 +2%	73 +1%	701 +11%	365 +17%	73 +4%	2,003 +11%
N. C.	36 —7%	2 even	80 +19%	577 +9%	53 +6%	33 +10%	314 +14%	273 +24%	40 +2%	1,408 +12%
Okla.	52 +8%	52 +8%	29 even	156 +3%	37 +2%	24 even	164 +13%	177 +20%	29 even	720 +9%
S. C.	15 —16%	1 even	56 +24%	240 +6%	20 even	13 even	98 +13%	133 +15%	19 +5%	595 +9%
Tenn.	68 +13%	5 —15%	46 +31%	303 +22%	43 even	33 +6%	355 +14%	223 +23%	41 +10%	1,117 +17%
Tex.	161 —14%	281 +8%	166 +11%	917 +6%	167 +1%	121 +10%	817 +20%	758 +22%	131 +11%	3,519 +11%
Va.	47 +14%	11 —15%	48 —10%	386 +10%	62 +3%	38 +2%	200 +18%	240 +19%	37 +2%	1,069 +11%
W. Va.	14 +7%	75 —10%	13 even	155 +3%	38 even	14 +10%	94 +18%	119 +5%	19 +2%	541 +5%
South	872 —3%	583 +1%	850 +15%	5,081 +9%	877 +1%	609 +6%	4,403 +14%	3,947 +20%	660 +5%	17,882 +11%



# Market Place

## FOR INDUSTRIAL SERVICE

In cooperation with over 500 members of the Society of Industrial Realtors and other industrial specialists conveniently located throughout the United States, we offer you a nation-wide industrial service.

### FOR INDUSTRY

Plant acquisition  
Industrial disposal  
Industrial surveys  
New plant locations  
Appraising realty and personal property

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Cooperating with you by promoting the establishment of new industries in your area. This service includes buying, selling, relocating, appraisals and surveys.

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We buy complete plants including land, buildings, machinery, equipment and employee housing.

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THE CHAMBER OF COMMERCE  
Gadsden, Alabama  
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AND INDUSTRIAL BOARD  
Jackson, Mississippi  
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# NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

## ALABAMA

**BAY MINETTE**—Newport Industries let contract to Rust Engineering Co., Exchange Bldg., Birmingham, for \$2,700,000 plant.

**BIRMINGHAM**—Alabama Power Co. will receive bids for service building alterations.

**BIRMINGHAM**—Lamson & Sessions Co., 3103 27th Ave., N., received bid from A. L. Sullivan, 3711 3rd Ave., S., at \$55,224 for office building; Van Keuren, Davis & Co., 3004 7th Ave., S. Archts.

**BIRMINGHAM**—U. S. Pipe & Foundry Co. (Sloss-Sheffield Div.) received bids for office building addition, 3330 First Ave., N.; Van Keuren, Davis & Co., 3004 Seventh Ave., S., Archts.

**GADSDEN**—Goodyear Tire & Rubber Co., Akron, Ohio, let contract to J. P. Burke, Gadsden, at \$178,000, for power house—extension to Bldgs. 5 and 6.

**HUNTSVILLE**—Huntsville Manufacturing Co. let contract to Daniel Construction Co., Inc., of Ala., P. O. Box 1511, Birmingham, for plant addition.

**LEEDS**—Crown Cork & Seal Co., John J. Nagle, Pres., Baltimore, Md., plans establishment of bottle cap plant, one-story, in addition to office space.

**LEEDS**—Leeds Telephone Co. has \$141,000 REA loan for telephone line.

**MONTEVALLO**—Westinghouse Electric Corp., W. S. Risser, Pur. Agt., Headquarters Manufacturing Div., Box 2278, Pittsburgh, Pa., received bids for electrode manufacturing plant; cost \$500,000 to \$600,000; Warren, Knight & Davis, Protective Life Bldg., Archts.

**PRATT CITY**—Hammond Iron Co., Warren, Pa., let contract to Allied-Benes Corp. of Birmingham for fabricating plant.

## ARKANSAS

**ARKANSAS**—Southwestern Bell Telephone Co. plans \$10,000,000 expenditure in state.

**BAUXITE**—Aluminum Company of America, Pittsburgh, Pa., let contracts for chemical products plant, cost in excess of \$5,000,000.

**NORTH LITTLE ROCK**—Southern Cotton Oil Co., Wesson Oil & Snowdrift subsidiary, to construct \$100,000 warehouse.

## DISTRICT OF COLUMBIA

**WASHINGTON**—Swift & Co., 1101 First St., N.E., let contract to W. P. Lipscombe, Woodward Bldg., for building alterations, 1431 Okie St., N.E.

**WASHINGTON**—Washington Gas Light Co. plans \$7,500,000 construction and improvement program during year.

## FLORIDA

**FLORIDA**—Long Lines Dept., American Telephone & Telegraph Co., 32 Avenue of the Americas, New York, N. Y., filed application with FCC for radio-relay route connecting Atlanta, Ga., and Jacksonville, Fla.

**BELLE GLADE**—Carl L. Sackett, Madison, affiliated with Joseph Glenn Weimer of Uruguay, South America, plan pulp plant.

**DADE COUNTY**—Sidney A. Huberman let contract to Spector & Sons, 575 S.W. 22nd Ave., Miami, for warehouse and factory, 7116 N.W. 35th Ave., at \$99,225; Charles Paul Nieder, 1104 Avenue C, 20th St. Airport, Miami, Archt.

**DADE COUNTY**—The Schlitz Brewing Co., Milwaukee, Wis., c/o Fuller Hall, 122 N.E. 11th St., Miami, let contract to Witters Construction Co., 1297 S.E. 10th Court, Hialeah, for office and warehouse, S.W. cor. N.W. 35th Court & 58th St.; Brimeyer, Grellinger & Rose, Milwaukee, Archts.

**FORT LAUDERDALE**—D. E. Linardy Flooring Co., 19 N.W. First Ave., received \$28,358 bid from A. F. Raymond, 427 N.W. First Ave., for warehouse and sales room, Flagler Drive & N.E. 11th St.; Robert E. Hansen, 311 S.E. 16th Ave., Archt.

**HIALEAH**—Monahan Park Block Co., 2235 N.W. 41st St., Miami, to construct \$35,000 manufacturing building, 17th St. & E. 12th Ave.

**HIALEAH**—Robert Russell Scrap Steel Corp., 1101 N.W. 22nd St., Miami, will receive bids for warehouse and offices; Maurice S. Weintaub, 235 Lincoln Road, Miami Beach, Archt.

**HOLLYWOOD**—Henry Kest, 1505 Tyler St., let contract to Leonard Kest, 920 Polk, for \$40,000 factory, 2025 Taft St.; Martin M. Wohl, 1050 Hollywood Blvd., Archt.

**JACKSONVILLE**—Atlantic Consolidated

Builders Supply Co. plans \$500,000 buildings, including warehouse, truck garage and office building.

**JACKSONVILLE**—International Harvester Co. has NPA approval for \$346,646 office-warehouse.

**MIAMI**—Art Cement Manufacturing Co., received bid from Deigaard & Preston Builders, 4063 Ponce De Leon Bldg., Coral Gables, for paint plant, 2900 S.W. 28th Lane; Marion I. Manley, 3356 Virginia St., Coconut Grove, Archt.

**MIAMI**—Associated Furniture & Refinishing Co. let contract to Charles Bromer, 7920 Hawthorne Ave., Miami Beach, for \$33,000 office and factory, 1141 N. Miami Ave.

**MIAMI**—Cheely Lumber Co. plan office building, 1400 N.W. 17th Ave.; Charles Paul Nieder, 1104 Avenue C, 20th St. Airport, Archt.

**MIAMI**—Emerson Tire Co., 600 N.E. 1st Ave., received bid from The St. John Co., 295 N.E. 61st St., at \$45,970, for warehouse, N.W. 74th St. & 25th Ave.

**MIAMI**—Financial Displays, Inc., let contract to Spector & Sons, 575 S.W. 22nd Ave., for office building, N.E. 3rd Ave. & 67th St.;

## New and Expanding Plants Reported in March

178

Total for

First Three Months of 1953

484

First Three Months of 1952

431

Charles Paul Nieder, 1104 Avenue C, 20th St. Airport, Archt.

**MIAMI**—J. Y. Gooch Co., Inc., 1205 Congress Bldg., to construct \$55,200 warehouse, 761 N.W. 21st St.

**MIAMI**—Graybar Electric Co., Inc., has NPA approval for \$190,000 warehouse-office.

**MIAMI**—Great Southern Trucking Co., 64 N.E. 20th St., received \$172,651 bid from Duffey Construction Co., Inc., 1395 N.W. 21st St., for warehouse and office; LeRoy K. Albert, 251 Alhambra Circle, Coral Gables, Archt.

**MIAMI**—Palmdam Fashions, 3240 N.W. 27th Ave., let contract to Norman F. Meyer Construction Co., 1470 N.W. 21st St., for \$50,400 manufacturing building, 400 N.W. 26th St.

**MIAMI**—Railey-Milam, Inc., has NPA approval for \$58,000 warehouse.

**MIAMI**—Southern Tackle Co. let contract to Spector & Sons, 575 S.W. 22nd Ave., for office building, N.W. 24th St. & 39th Ave.; Charles Paul Nieder, 1104 Avenue C, 20th St. Airport, Archt.

**MIAMI**—Walker Casket Co., 535 N.W. 24th St., let contract to Spector & Sons, 575 S.W. 22nd Ave., for \$100,000 show room and storage building, 286 N.E. 69th St.; Charles Paul Nieder, 1104 Avenue C, 20th St. Airport, Archt.

**MULBERRY**—F. S. Royster Guano Co., Norfolk, Va., let contract to Tidewater Construction Corp., 538 Front St., Norfolk, for \$3,000,000 plant.

**ORANGE CITY**—Winter Park Telephone Co. plans building; James Gamble Rogers II, Winter Park, Archt.

**ORLANDO**—Orlando Daily Newspapers, Inc. let contract to W. A. McCree, 2110 Chicago Ave., for press room.

**ORLANDO**—Orlando Utilities Commission received \$97,738 bid from Stachwell & Joseph Electric Co., 1316 San Marco Blvd., Jacksonville, for plant additions; Robert & Co., 96 Poplar St., N.W., Atlanta, Ga., Archts.-Engrs.

**PAHOKEE**—American Food Products Co. plans \$1,570,000 processing plant; William Bordeaux, 804-5 Langford Bldg., Miami, Archt.

**PORT ST. JOE**—Sinclair Refining Co. plans oil terminal.

**TAMPA**—Maas Brothers, Inc., has NPA approval for \$555,500 warehouse.

## GEORGIA

**GEORGIA**—Long Lines Dept., American Telephone & Telegraph Co., 32 Avenue of the Americas, New York, N. Y., filed application with FCC for radio-relay route connecting Atlanta, Ga., and Jacksonville, Fla.

**ALBANY**—Albany Hardware Co. has NPA approval for storage and sales, \$312,000.

**ATLANTA**—Acme Fast Freight, Inc., near Howells Yard, received bids for warehouse.

**ATLANTA**—Owens-Illinois Glass Co. has NPA approval for \$1,221,850 warehouse.

**ATLANTA**—Peaslee-Gaubert Corp., 300 Peters St., S.W., received bids for warehouse addition; Abreu & Robeson, Inc., 141 Walton St., N.W., Archts.-Engrs.

**ATLANTA**—Hugh I. Richardson has \$75,000 NPA approval for parking garage.

**ATLANTA**—S. M. T. Co., Inc., Piedmont Ave., N.E., received bids for building, Williams & Parker Sts., N.W.; John W. Cherry, 1429 Peachtree St., N.E., Archt.

**ATLANTA**—J. M. Tull Metal & Supply Co., Inc., has NPA approval for \$127,500 warehouse.

**ATLANTA**—G. H. & T. T. Williams have \$150,000 NPA approval for parking garage.

**BOWDON**—Bremen-Bowdon Investment Co., Warren P. Sewell, Bremen, received bids for mill building addition for Warren Sewell Clothing Co.; David S. Cuttino, Jr., & Assoc., 1022 Mortgage Guarantee Bldg., Atlanta, Archts.

**CHAMBLEE**—Eastman Kodak Co., Rochester, N. Y., let contract to Henry C. Beck Co., First National Bank Bldg., Atlanta, for film plant, Peachtree Industrial Blvd.; Armistead & Saggus, Candler Bldg., Atlanta, Archts.

**COLUMBUS**—Wells Dairies Cooperative received bid from J. P. Bradford, Martin Bldg., at \$88,998, for garage, truck wash and paint booth; E. Oren Smith, Columbus, Archt.

**MCRAE**—Roydon Wear Co. let contract to Dublin Construction Co., Dublin, at \$50,480, for alterations and additions to factory; Hal W. Greer, Atlanta, Archt.

**SWAINSBORO**—Franklin-Overstreet & Co., Inc., has \$64,500 NPA approval for auto sales and service building.

## KENTUCKY

**KENTUCKY**—Gulf Interstate Gas Co., Houston, Tex., plans pipeline; cost \$127,887,000.

**KENTUCKY**—Tennessee Gas Transmission Co. announces plans for construction in 1953.

**MENTOR**—Kaiser Aluminum & Chemical Corp. plans \$66,052,000 plant.

## LOUISIANA

**LOUISIANA**—Tennessee Gas Transmission Co. announces plans for construction in 1953.

**BOGALUSA**—Southern Bell Telephone & Telegraph Co. let contract at \$350,000 to Barge-Thompson Co., 136 Ellis St., N.E., Atlanta, Ga., for building, Avenue B and Second St.

**CHALMETTE**—Kaiser Engineers, Inc., Purchasing Agent, let contract to Atlas Erection Co., 4240 Touro St., New Orleans, for alterations to carpenters maintenance building 83, and maintenance garage building 83.

**LOCKPORT**—Valentine Pulp & Paper Co., New Orleans, granted tax write-off from DPA for new \$2,600,000 bagasse plant.

**MONROEVILLE**—Monroe Industries Corp. plans \$200,000 expansion program.

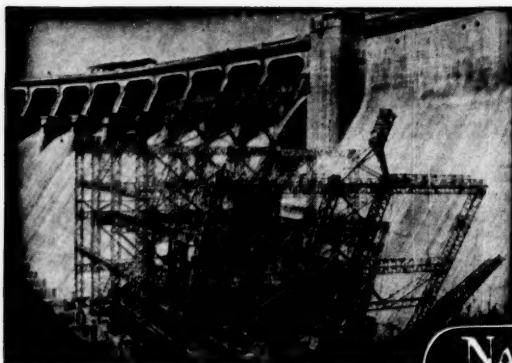
**NEW ORLEANS**—American Brewing Co. let contract to Hardy-Stevens Co., 921 Carondelet Bldg., at \$28,350, for remodeling building 324-26 Bourbon St.; Stone Brothers, 820 Union St., Archts.

**NEW ORLEANS**—Dutch O'Neal Motors, Inc., let contract to Hogan Brothers, Inc., 236 Focis St., Metairie, for show room and plate glass front to building, Tulane Ave. at cor. S. Pierce; Patrick M. Allison, 315 St. Charles St., Archt.

**RAYNE**—City Council sold \$785,000 bond issue for municipal power plant improvement and extensions to advocate represented by Barrow, Leary & Co., Shreveport, La.

**ST. CHARLES PARISH**—Texas Company plans extensive facilities for gathering, proc-

(Continued on page 14)



THE Nashville Bridge Company is a quality bridge and steel fabricator. Our skill in the fabrication and erection of all types of steel structures is well known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures—made up of various steel and machinery for movable type bridges. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.

**NASHVILLE BRIDGE COMPANY**  
NASHVILLE, TENN. — BESSEMER, ALA.



## NEW AND EXPANDING PLANTS

(Continued from page 13)

essing and marketing natural gas, including gasoline plant and pipe lines.

**SHREVEPORT**—Moran Tank Co., Inc., plans \$25,000 one-story office building, N. Market St.; Walker & Walker, Slattery Bldg., Archts.

### MARYLAND

**BALTIMORE**—American Can Co., 100 Park Ave., New York, N. Y., let contract to Davis Construction Co., 320 W. 24th St., at \$150,000, for lithographing building and stack, 2325 Hudson St.

**BALTIMORE**—Board of Estimates approved sale of city-owned waterfront property on Key Highway to Bethlehem Steel Co., Shipbuilding Division.

**BALTIMORE**—Chesapeake & Potomac Telephone Co. let contract to Consolidated Engineering Co., Inc., 20 E. Franklin St., for \$1,050,000 building, 5711 York Road; Taylor & Fisher, 1012 N. Calvert St., Archts.

**BALTIMORE**—Consolidated Gas, Electric Light & Power Co. of Baltimore applied to Corps of Engineers, U. S. Army, Baltimore District, 24th St. & Maryland Ave., to relocate four existing submarine cables in Patuxent River.

**BALTIMORE**—Davison Chemical Co., Charles & Fayette Sts., let contract to Consolidated Engineering Co., 20 E. Franklin St., for lunchroom alterations and addition, 5800 Chemical Road.

**BALTIMORE**—The Joseph Katz Co., Inc., let contract to Baltimore Contractors, Inc., 711 S. Central Ave., for building alterations, 10 W. Chase St.; Benjamin Frank, 15 W. Franklin St., Archt.

**BALTIMORE**—E. H. Koester Baking Co. plans \$25,000 bakery addition, 650 W. Lexington St.

**BALTIMORE**—Locke Department of General Electric Co. plans \$37,500 kilns, 2501 S. Charles St.

**BALTIMORE**—Pennsylvania Railroad plans \$1,000,000 appropriation for improving yard and interchange facilities on waterfront.

**BALTIMORE**—Dr. Pepper Tru-Ade Bottling Co. let contract to C. E. Henning Construction Co., Inc., 212 S. Tyrone Road, at \$30,000, for storage building, 2000 W. 41st St.

**BALTIMORE COUNTY**—Bangert & Harris Realty Corp., 238 N. Franklin Road, plans \$110,000 warehouse, Washington Ave. East of Monumental Road.

**BALTIMORE COUNTY**—Catalyst Research Corp., 6101 Falls Road, plans \$25,000 laboratory, Falls Road, S. of Jones Falls.

**BETHESDA**—Bowen & Co. let contract to Demory Brothers, Gaithersburg, for one-story factory.

**DUNDALK**—Chesapeake & Potomac Telephone Co., 320 St. Paul St., Baltimore, received bids for Dundalk Dial Center, 6736 Holabird Ave.; James R. Edmunds, 1025 St. Paul St., Baltimore, Archt.

**HAMPSTEAD**—The Black & Decker Mfg. Co., Alonzo G. Decker, Pres., announced plans for plant addition.

**TEXAS**—Aircraft Armaments, Inc., let contract to Henry A. Knott, Inc., 2406 Greenmount Ave., Baltimore, for office, engineering and manufacturing plant; C. H. Hebrank, 20 E. Lexington St., Baltimore, Archt.

### MISSISSIPPI

**BAY SPRINGS**—Board of Supervisors of Jasper County received bids for new addition to factory, occupied by NECO Electric Products Co.; Bill Archer, WMOX Bldg., Meridian, Archt.-Eng.

**BELMONT**—Town received bids for natural gas system.

**CLARKSDALE**—City voted on \$1,750,000 bond issue for construction of factory, to be leased to American Hardware Corp.

**FULTON**—Town received bids for purchase of \$300,000 natural gas system revenue bonds.

**GREENVILLE**—Frank Godchaux, Jr., Abbeville, La., may construct rice mill.

**GULFPORT**—City, Milton Evans, and Harrison County approved \$550,000 bond issue for building to house Mississippi Aluminum Corp.; Shourds & Mogabgab, Fisher Bldg., Archts.-Engrs.

**JACKSON**—G. & O. Manufacturing Co., New Haven, Conn., factory building on Livingston Road and Ridgeway; Howie Construction Co., 720 Bratton St., has general contract.

**PORT GIBSON**—Town Council, F. C. Englesing, Mayor, received bids for \$350,000 plant for American Paper Tube Co.; John L. Turner, 201-202 Medical Bldg., Jackson, Archt.

**TISHOMINGO**—City approved \$100,000 bond issue for plant for Blue Bell Garment Co.

**YAZOO CITY**—Board of Supervisors of Yazoo County received bids for excavation, foundations, etc., for warehouse for Mississippi Chemical Corp.

### MISSOURI

**ST. LOUIS**—American Moth-proofing Co., 711 N. Euclid Ave., let contract to Smith-Cooke Construction Co., 4829 Easton Ave., for \$50,000 office and storage building, 2510 Hampton Ave.

**ST. LOUIS**—Edward A. Doerr, 15 Kingsbury Place, construct sales and service building, 2931 S. Kingshighway; Eugene H. Paulus, 1717 Veronica, Archt.

**ST. LOUIS**—Keeler-Morris Printing Co., Inc., 1602 Locust St., let contract to Murch-Jarvis Co., Inc., 718 Locust St., for \$200,000 office and lithographing plant, 2164 Hampton Ave.

**ST. LOUIS**—Laclede Christy Co., 5900 Manchester Ave., let contract to Fruin-Colnon Contracting Co., 1706 Olive St., for \$450,000 office building, 2000 Hampton Ave.; Edgar Rollins Kimball, Syndicate Trust Bldg., Archt.

**ST. LOUIS**—Wabash Motor Transit Co., Railway Exchange Bldg., let contract to Fruin-Colnon Contracting Co., 1706 Olive St., for \$1,500,000 grain elevator, 4044 Duncan Ave.

**SPRINGFIELD**—Kraft Foods Co., Chicago, Ill., plans dairy products manufacturing and storage plant.

**STEELVILLE**—Steelville Telephone Exchange, Inc., will receive bids in April, May and July for 3-part construction program.

### NORTH CAROLINA

**CHARLOTTE**—J. E. Burnside, Inc., 525 N. Tryon St., received bids for office building; J. N. Pease & Co., Archts.

**CHARLOTTE**—Carolinas Auto Supply House received bids for building; M. R. Marsh, 404 Chatham Bldg., Archt.

**CHARLOTTE**—Interstate Milling Co. received bids for alterations to existing warehouse, and construction of grain bins; J. N. Pease & Co., 119½ E. Fifth St., Archts.

(Continued on page 58)

## TRINITY INDUSTRIAL DISTRICT

"Under the Skyline of Dallas"

For information about property in the Trinity Industrial District consult your real estate broker or . . .



MOTOR FREIGHT CENTER OF THE SOUTHWEST

Shown at the left is the new home of Roadway Express, one of the many motor freight lines in the Trinity Industrial District.

INDUSTRIAL PROPERTIES CORPORATION, 401 Republic Bank Building, Dallas, RI-6552



# *The Trend is* **SOUTHEAST**

Industry is growing apace in the Seaboard Southeast where numerous factors combine to make for profitable manufacturing.

Let us supply you with details on outstanding industrial sites in this area. No obligation, of course, and all negotiations confidential.

Warren T. White, Assistant Vice President  
Seaboard Air Line Railroad  
Norfolk 10, Virginia



**SEABOARD**  
AIR LINE RAILROAD



THROUGH THE HEART OF THE SOUTH

# Welcome

is More Than a  
Sign in Alabama  
Communities



**"WELCOME"** is an essential ingredient in a new industrial location—that kind of welcome that makes itself known by the tone of the voice, the sparkle of the eye and the warmth of a handclasp. This friendly *attitude* of welcome has been experienced by many locating in Alabama.

- Besides a wholehearted welcome, Alabama—located in the center of a large market area—offers such physical necessities as satisfactory sites, transportation, adequate help and raw materials.

Your inquiry, addressed to our Industrial Development Division, will bring you facts about communities well adapted to your type of manufacturing operation.

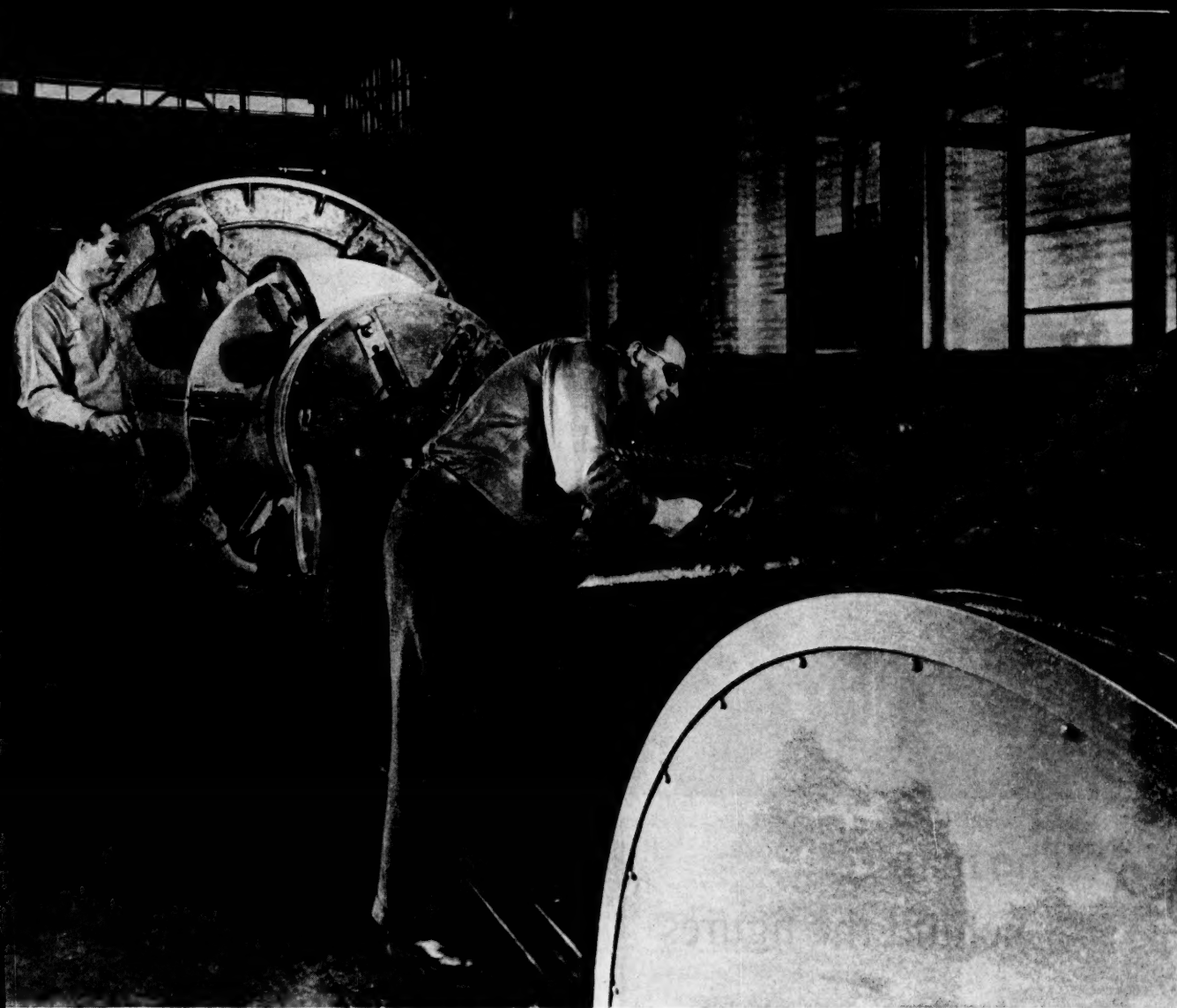
INDUSTRIAL DEVELOPMENT DIVISION

## *Alabama Power Company*

*Birmingham, Alabama*

*Helping Develop Alabama*





Here a big wire rope emerges from Bethlehem's 66-in. closing machine. At this stage of the checking, the inspector is making sure that the diameter is within specified tolerances.

## He seldom has to say "No"

Saying "no" can be part of the Bethlehem rope inspector's job. Fortunately, he seldom has to use the veto power, for Bethlehem rope is made with such care that rejects are few. But the inspector won't hesitate to stop a rope if even a minor detail is subject to question.

This is merely common sense. But it's also something more. It's the best possible protection for the buyer. It means that the dollars you spend for Bethlehem wire rope will buy what you pay for—a product

that meets the highest standards of workmanship.

In the making of this product, nothing is left to chance. That's one of the reasons why Bethlehem rope is dependable rope . . . the kind that will serve you well in the toughest sort of going.

**BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.**

*On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation*

**When you think WIRE ROPE . . . think BETHLEHEM**





## The man behind the figures

Life Insurance Company of Georgia,  
as did many other companies, made big  
strides last year . . .

To Mr. Life of Georgia Agent,  
who personifies 3,000 fieldmen in  
eleven states, goes credit for the  
105½ million increase in life insurance  
in force. This was the greatest gain  
in the Company's 61 years. It brought  
the total to 927½ millions.

Hats off to you, Mr. Agent!



## Financial Statement • DECEMBER 31, 1952

<i>Assets</i>		
	PER CENT	AMOUNT
U. S. Government Securities . . . . .	11.94	\$ 9,540,130.74
State, County and Municipal Bonds . . . . .	11.34	9,053,320.35
Railroad Bonds . . . . .	1.68	1,343,225.60
Public Utility Bonds . . . . .	20.67	16,511,934.17
Industrial and Miscellaneous Bonds . . . . .	4.12	3,287,924.87
Stocks . . . . .	2.80	2,236,864.00
Mortgages (First Liens) . . . . .	37.56	29,998,093.73
Collateral Loans (First Mortgage) . . . . .	1.06	849,566.58
Real Estate:		
Offices (Including Branches) . . . . .	2.83	2,259,714.53
Investment . . . . .	1.44	1,146,529.52
Policy Loans . . . . .	.56	443,590.86
Cash . . . . .	1.52	1,216,275.86
Interest and Rents Due and Accrued . . . . .	.55	442,553.04
Premiums in Course of Collection (Net) . . . . .	1.93	1,537,990.51
Miscellaneous Assets . . . . .	.00	1,925.00
<i>Total Admitted Assets</i> . . . . .	100.00	<u>\$79,869,639.36</u>
<i>Liabilities and Surplus</i>		
		AMOUNT
Policy Reserves . . . . .		\$60,062,686.67
Claims in Process of Settlement . . . . .		281,004.36
Reserve for Unreported Claims . . . . .		184,544.98
Premiums and Interest Paid in Advance . . . . .		902,920.48
Estimated Amount Due and Accrued for Taxes . . . . .		806,241.22
Reserve for Pension Plan . . . . .		4,331,623.29
Agents' Bond Reserve and Interest . . . . .		541,360.00
Security Valuation Reserve . . . . .		199,669.02
Miscellaneous Liabilities . . . . .		461,941.05
<i>Total Liabilities Except Capital</i> . . . . .		<u>\$67,771,991.07</u>
CAPITAL AND SURPLUS FOR FURTHER PROTECTION OF POLICYHOLDERS:		
Capital . . . . .		\$ 7,000,000.00
Unassigned Surplus Funds . . . . .		5,097,648.29
<i>Capital and Surplus</i> . . . . .		<u>\$12,097,648.29</u>
<i>Total</i> . . . . .		<u>\$79,869,639.36</u>

# LITTLE GRAINS OF SAND

*"Little drops of water, little grains of sand,  
Make the mighty ocean, and the pleasant land."*

**Reversing the Tide.** Private electric power last month won a major victory before the U.S. Supreme Court. The result is likely to cause a further step-up in the industry's already vast expansion program.

The case in question involved the right of the Virginia Electric & Power Co. to build a hydro-electric plant on the Roanoke River. This river basin is also being developed by the Department of Interior under authority of the flood control law of 1944. The Federal Power Commission granted the company this authority, but the Dept. of the Interior challenged FPC's action. Now that the Court has ruled in the company's favor, work will resume at once along the Roanoke. In addition, similar projects in other parts of the country, which had been held up pending the decision, also will probably be launched.

**A State's Right.** There is no question that the Congress must have the right to legislate on labor matters where the national security or national well-being is concerned. But to refuse a state similar rights within a state is to create chaos. For when violence accompanies a strike or a labor dispute in a community, the Federal government has not the machinery to do anything immediately to prevent or to control that violence. State authority must depend upon local police powers or on the state militia to preserve law and order.

A state ought to have the authority to regulate, control or prevent acts within its own borders. And the people of that state, through their elected legislators, are more qualified to say what they think is necessary to maintain local law and order than the Congress remote from the dispute and the disruption of services or the violence which may follow.

A proposed amendment to the Taft-Hartley Law which gives the states such a right, recognizes the present conflict in laws and court decisions and proposes to share with the states the field which Congress has pre-empted.

**Civil Service Reform.** The purpose of civil service was to help gain responsible government. Yet over the years the civil service has itself become considerably abused. Many job-holders have been swept into civil service status by ukase, the classifications have been extended far beyond the technical help to cover what are essentially policy positions, and the rules have become so rigid that it is almost impossible to discharge even the most obvious of the incompetents. The purpose of far too many civil service rules is to provide a permanent property right to a government salary. This is a denial of responsible government.

The country needs a sensible civil service to prevent jobs from becoming the spoils of politics but we need to overhaul the rules lest our political affairs become the spoils of a bureaucracy.

**It Pays to Advertise** There was a man in our town  
The chump thought he was  
wise,  
He swore (it was his policy),  
He'd never advertise.  
But one day he advertised,  
And thereby hangs a tale—  
His ad was set in 6-point type,  
And headed "Sheriff's Sale."

Under the free enterprise system,  
the individual is free to make something  
of himself if he has the enter-  
prise to do it. But unfortunately  
today, too many people put too  
much emphasis on free and too little  
on enterprise.

**"Trade or Aid."** Our Western European friends tell us that we must increase our imports and that we must lower our import tariffs. To listen to them one gets the impression that we have not

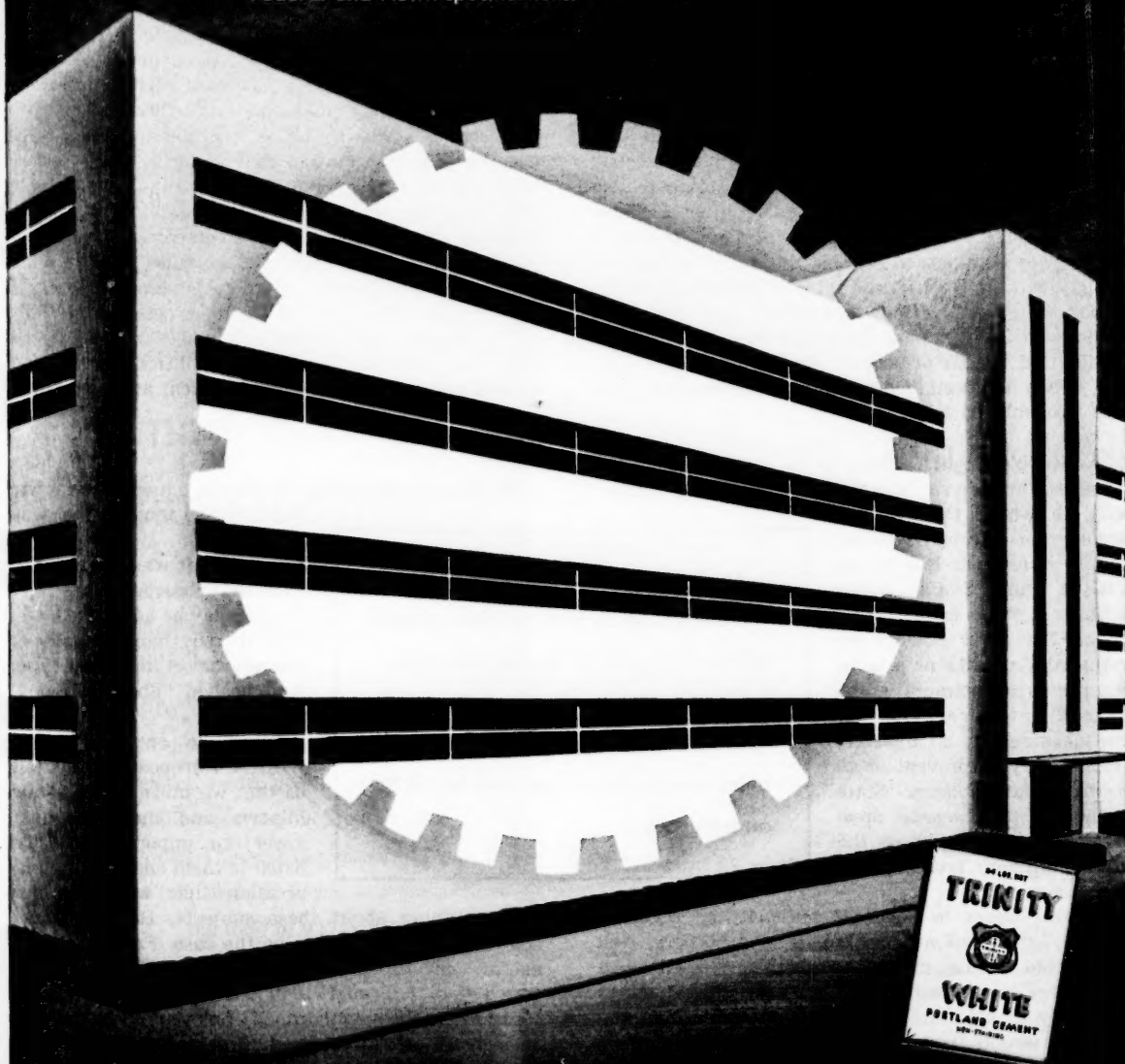
done anything about these subjects. But the facts show just the opposite to be the case. From an average of some three billion dollars during the 20-year period of 1921 through 1940, our imports for the year 1951 were in the neighborhood of eleven billion dollars, an increase of 273 per cent. Breaking this down between our free-of-duty imports and dutiable imports, we find that the duty-free imports have increased 229 per cent and the dutiable imports 348 per cent, the greater increase being in dutiable imports.

(Continued on page 22)

# Trinity White

**is a true portland cement**

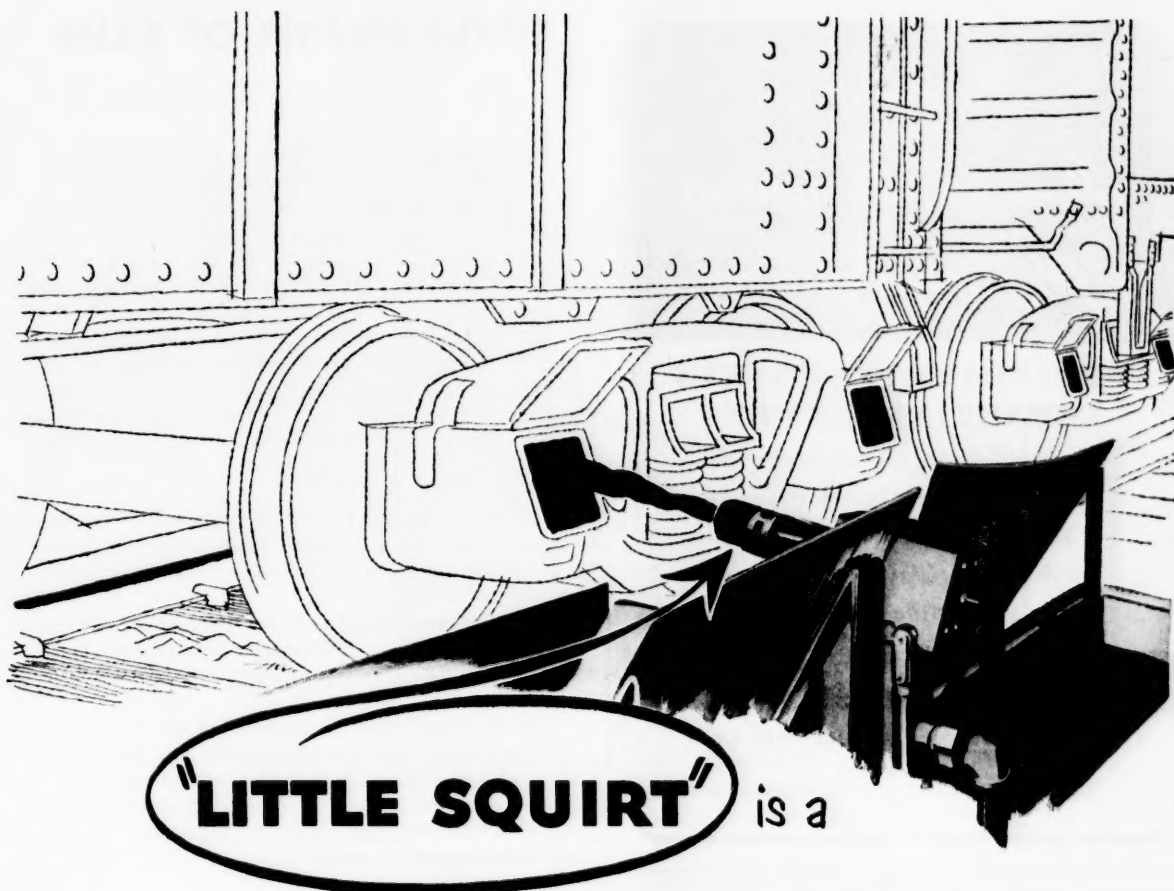
Use it for a brilliant sparkling white,  
or with pigments added it gives the loveliest of colors!  
Specify it for architectural concrete units . . .  
terrazzo . . . stucco . . . and light reflecting  
uses. It's a true portland . . . and it meets all  
Federal and ASTM specifications.



as white  as snow

**It's the whitest white cement**

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles



## **BIG SHOT** on the Southern!

**O**UR "LITTLE SQUIRT" is an ingenious gadget that oils car journals automatically for the first time in railroad history. And it does the job more effectively than it has ever been done before.

But the big thing about "Little Squirt" is not what it does but what it *represents*. For like many others we are using, this better-railroading tool, on which a patent is pending, was invented right here on the Southern as a result of our constant search for new ways to do a better job.

This policy of "constructive discontent"—of never being satisfied with things as they are—leads to answers, large and small, that help us provide continuing low-cost, dependable, ever-improving transportation service for the South we serve.



*Harry A. W. Butler*  
President

# **SOUTHERN RAILWAY SYSTEM**

WASHINGTON, D. C.



## Pioneers in Pension Planning for Corporations

### PRELIMINARY SURVEYS IMPARTIAL REPORTS

Profit-sharing or combination plans.  
Self-administered, bank trustee or  
insured. Independent actuarial  
services. Over 20 years specialized  
experience. Write for information.

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MANCHESTER, N. H.  
1015 Elm St.



### FIREPROOF MAINTENANCE-FREE

Ruberoid Stonewall asbestos-cement Board is ideal for interior or exterior construction . . . cuts building costs . . . saves maintenance expense. It is fireproof, water-resistant, rot-proof, rat-proof, rust-proof . . . never needs paint. It is strong and rigid, yet bendable and easy-to-work. Can be

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Use Stonewall Board for ducts, partitions, shower stalls, fire barriers, bins, exterior sheathing, arched roofs, etc. Write today for literature, cost and where to buy it. The Ruberoid Co., 500 Fifth Ave., New York 36, N. Y.

The **RUBEROID** Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS

## LITTLE GRAINS OF SAND

(Continued from page 19)

**Taft-Hartley.** Present and past indications make it fairly clear that, when the showdown comes in Congress on the Taft-Hartley Law, the big labor leaders will not be satisfied with any amendments and probably will try to block them, gambling on a more favorable Congress in 1955. But we believe that the least Federal legislation — in the field of labor relations — is the best legislation; that the immediate and pressing amendments needed in the Taft-Hartley Act are those which would return to the states jurisdiction in labor legislation. Further, we believe the Taft-Hartley Act should have a fair chance under a fair administration.

**The South Beckons.** Of all the nation's regions, the South shows the brightest promise for the future, a New York investment executive said, according to the Nashville Tennessean.

Edwin M. Bulkley, Jr., senior partner in Spencer Trask & Co., in Nashville for the opening of his firm's new branch office in Tennessee's capital city, commented:

"I see a great future in this part of the country for all types of business, including ours. The South may be expected to do better than the nation as a whole—it is a virgin territory in a great many fields. We are looking to the South as a place for expansion. We may open other southern offices."

**Bond Markets.** During the last week in March the yield on long-term government bonds rose above 2.95% for the first time since they were issued in 1945, and bond prices dropped to the lowest postwar levels on record. Since all interest rates are a closely-knit family, the corporate bond market also weakened. For example, a large Georgia public utility company not long ago wound up paying nearly 3.75% for thirty-year money. Only the week before, a Mississippi utility with approximately the same credit standing was able to borrow at 3.62%.

**Walk Bravely.** The tragedy of this generation is that old and young, preacher and teacher are talking too much about the "difficult times" and the dangers of the hour. Clouds are dark. This is a period of discouragement for faint hearts and timid souls. To courageous spirits this is a glorious hour in human history. Whenever we stop talking about the "impossible times" and think of the great possibilities of service the individual can render, we will change the psychology, the thinking, and the outlook as well as the destinies of the Republic.

Louis J. Taber, President,  
Farmers & Traders Life Ins. Co.

**Federal Lands.** This country is becoming second only to Russia in the extent of its government land-holdings. The Federal government now owns 24 per

(Continued on page 26)



# Ready to . . . . . Stretch Out ?



If you want room to grow . . .  
If you say, "Give me land, lots of land,  
don't fence me in" . . .

Then we invite you to look into *The Land of Plenty*.\*

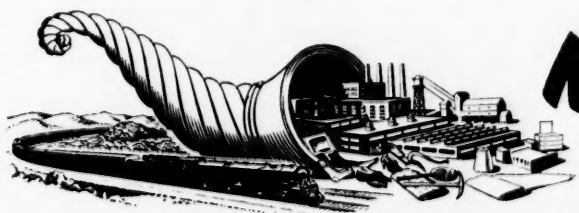
There's a lot of room in *The Land of Plenty* . . . broad fields . . . level valleys . . . uncluttered acres —

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If and when you're ready to *stretch out*, let the N & W help you. Write or call the Industrial and Agricultural Department, Drawer MR-605, or Phone 4-1451 — Extension 474, Norfolk and Western Railway, Roanoke, Va. This department's plant location specialists will understand your problems. Put them to work for you!

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LAND OF PLenty

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\* The six great (and roomy!) states served by the Norfolk and Western—Virginia • West Virginia • Ohio • North Carolina • Kentucky • Maryland.

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## *How Republic Steel Research is Helping Machine Tool Users...and You!*

**A**N OILY MESS of steel chips under a machine! So much steel scrap? Yes, but that scrap can tell an important story about the machinability of steel.

Republic metallurgists know that. So they take samples of chips cut from various steels. They study them—measure changes in hardness—right down to each tiny grain of steel.

That's just one of the ways in which Republic has learned so much about the intricacies of steel. There are many others—each a part of Republic's continuous program of research to improve its 3-FOLD SERVICE FOR STEEL USERS.

### *Here it is:*

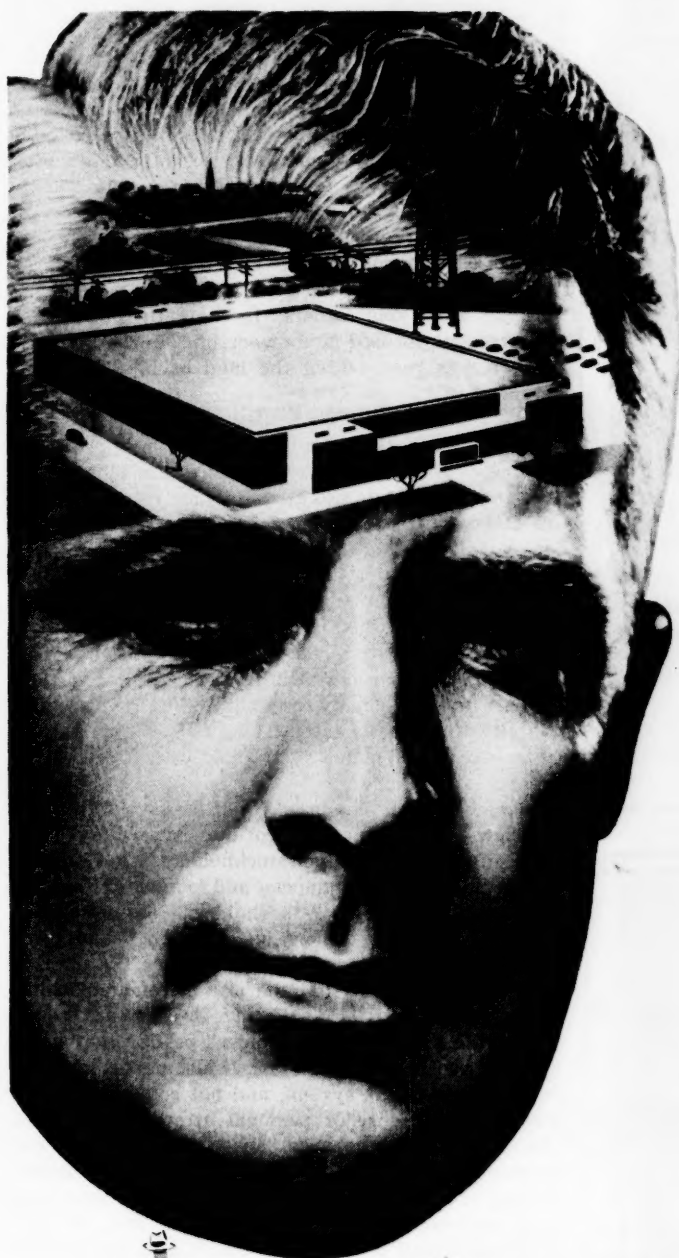
1. Production of the *best possible* steels and steel products—thousands of them.
2. Recommendation as to which steel or steel product will do a specific job best.
3. Assistance in developing the most efficient and most economical method of processing or fabrication to achieve the desired end result.

This doesn't necessarily mean that Republic can work *miracles* for you . . . but it does mean that Republic, through its well-balanced organization of men who *know* steels and steel products, can help *you* get the most out of the steels and steel products you use.

# REPUBLIC STEEL

*World's Widest Range of Steels and Steel Products*





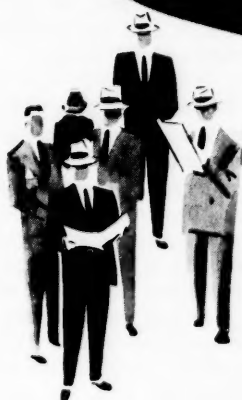
## Picture your business in SOUTHERN CITY, U.S.A.

Whether your plans call for a small plant or a large production center, a small office or a district headquarters, you'll find an ideal location in Southern City, U.S.A.

Growing markets, capable employees, ample electric power at reasonable rates and excellent living conditions in a mild, pleasant climate are just a few of the advantages Southern City offers industry.

And in our business of supplying power to thousands of businesses and industrial plants of all kinds—many similar to yours—we've gained a first-hand knowledge of your problems and requirements.

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**This is Southern City, U.S.A.**  
our way of expressing as a unit the vast Southeast area served by the four associated electric power companies in The Southern Company System.

The area served by the following companies:

**ALABAMA POWER COMPANY,**  
Birmingham, Alabama

**GEORGIA POWER COMPANY,**  
Atlanta, Georgia

**GULF POWER COMPANY,**  
Pensacola, Florida

**MISSISSIPPI POWER COMPANY,**  
Gulfport, Mississippi

★ ★ ★

**THE SOUTHERN COMPANY,**  
Birmingham • Atlanta

Address your inquiry to the Industrial Development Department of any one of the power companies listed above.



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*Provides the last  
word in property  
control . . .*

- American retrospective appraisals establish unit property records with individual costs, depreciation reserves and provisions — Kept up to date, they are the last word in property control.

The **AMERICAN**  
**APPRAISAL**  
Company



Over Fifty Years of Service

OFFICES IN PRINCIPAL CITIES

## LITTLE GRAINS OF SAND

(Continued from page 22)

cent of all of the land in the United States. It holds in excess of 455 million acres, not including Indian reservations nor the federal lands in Alaska and the other territories.

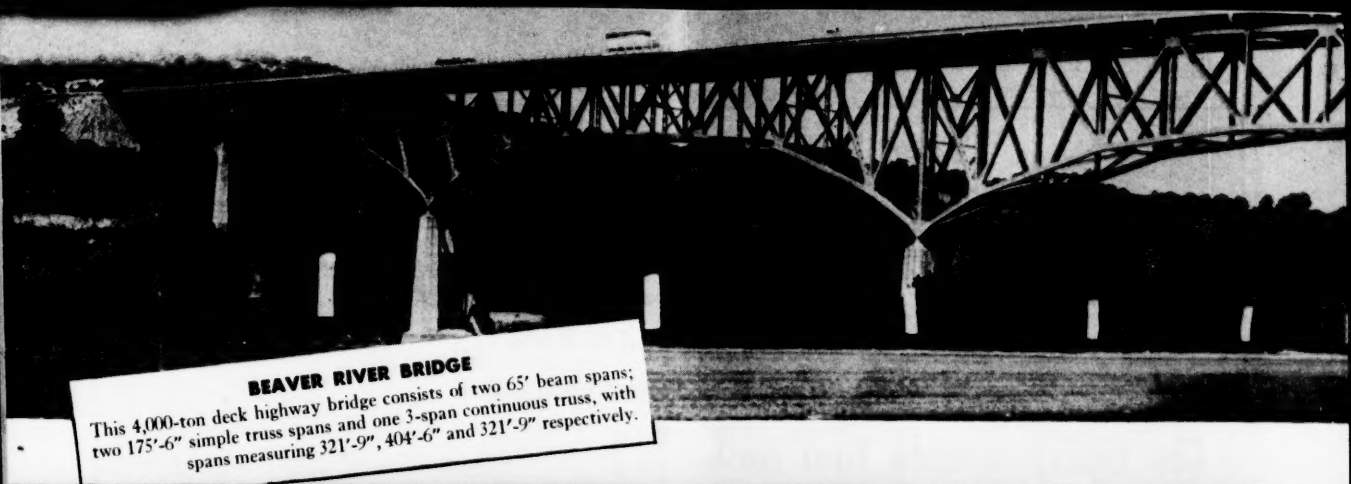
Federal land ownership not only means a tax loss, but prevents profitable development of natural resources such as timber, coal and other minerals by private, taxpaying owners. In the 19th century, our government diffused land ownership. In the 20th century it has been taking the land back. This is not progress.

**Science Marches On.** New devices, new processes, and new materials are pouring out of our laboratories and into large-scale use at the fastest rate in history. As these advances are put to use, they change deeply many material and nonmaterial aspects of our lives. Organized research itself has become a multibillion dollar industry with that classic American figure, the attic inventor, pushed into history by the salaried scientist on a corporate, government, or university payroll. Carrying research and technological advance to their highest levels are many forces, including rising wages, scarcity of materials, intensifying competition, and the never-relaxing demands of the cold war.

**Share Owner.** The majority of those writing financial news and the managers of our corporations refer to "Preferred and Common stockholders," says Edward F. Hutton, prominent financier and founder of Freedom Foundation. The word, "stockholder," does not clearly describe the fact of ownership. The word, "share owner," does. When the term, "share owner," is used, it conveys the thought that the person referred to has a real stake in the Free Enterprise System. It also makes the so-called "stockholder" realize that he is truly an owner of the business. It also makes him feel he is a part of the system, and not something apart from it. This sense of personal attachment induces closer cooperation between "share owners" and management. This is not a play upon words. It is an underscoring of the fact that many millions, and more and more millions, of small "share owners" own the corporations which produce the wealth and provide the technology that sustains our high scale of living.

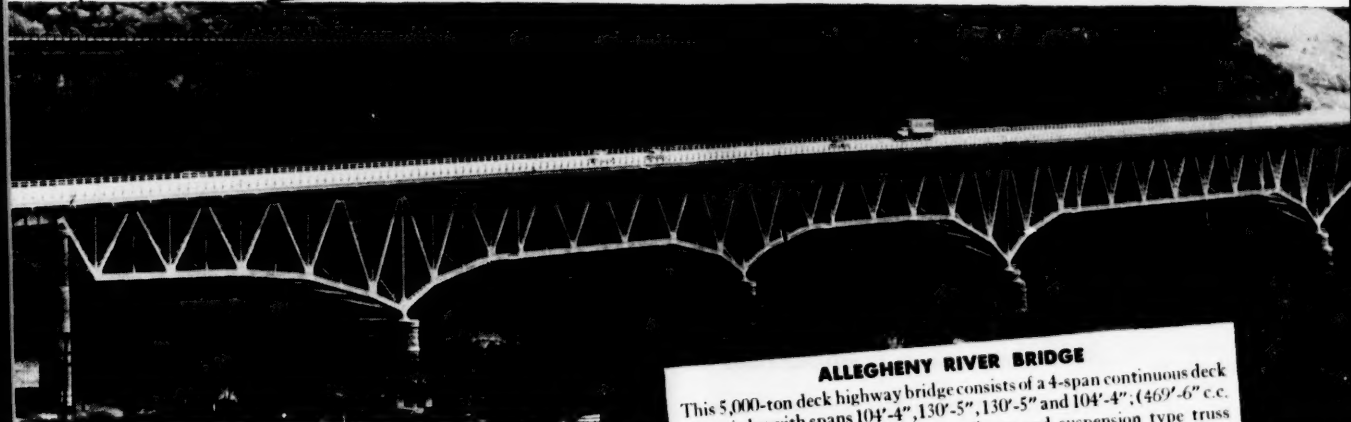
**Ad Infinitum.** Experience has demonstrated what reasoning would suggest: controls are extraordinarily fertile and have a strong and inherent tendency toward reproduction. The control of materials requires, so it seems, the control of prices and the control of prices compels, so it seems, the control of wages; the control of wages, so it seems, necessitates the control of rents, and of all employer-employee relations; the control of rents and employer-employee relations, so it seems, necessitates the control of the employer and of the real estate market. And the control of credit leads to control of investments. If continued long enough, these controls will end with subtle, if not obvious, restraints on the right of dissent and free speech. We are well rid of 'em.





### BEAVER RIVER BRIDGE

This 4,000-ton deck highway bridge consists of two 65' beam spans; two 175'-6" simple truss spans and one 3-span continuous truss, with spans measuring 321'-9", 404'-6" and 321'-9" respectively.



### ALLEGHENY RIVER BRIDGE

This 5,000-ton deck highway bridge consists of a 4-span continuous deck plate girder with spans 104'-4", 130'-5", 130'-5" and 104'-4"; (469'-6" c.c. of end bearings) and a 5-span cantilever and suspension type truss with spans 266'-8", 346'-8", 533'-4" and 213'-4"; (1706'-8" c.c. of end bearings).

# 43 bridges

## on western extension of Pennsylvania Turnpike

## *by American Bridge*

**T**HE structural steelwork for 43 bridges on the new sixty-seven mile extension of the Pennsylvania Turnpike was fabricated by American Bridge. American Bridge also erected 34 of these modern bridges, the two largest of which are shown above.

The completion of this final westward link in the super-highway further establishes American Bridge as the nation's greatest builder of bridges. No single company has built more bridges. None has built larger or more outstanding bridges.

The attainment of such a record is the result of more than fifty years of bridge building experience and is conclusive proof of the confidence engineers and contractors have in American Bridge.

You, too, will find that American Bridge has the ability, the technically trained personnel, and the fabricating and erecting facilities to efficiently handle any type of structural steel job, however large or small, or difficult. If you would like to know more about American Bridge, just call our nearest Contracting Office.

**AMERICAN BRIDGE DIVISION, UNITED STATES STEEL CORPORATION • GENERAL OFFICES: 525 WILLIAM PENN PLACE, PITTSBURGH, PA.**

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UNITED STATES STEEL EXPORT COMPANY, NEW YORK

# AMERICAN BRIDGE



UNITED STATES STEEL

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**To Be Published in April**

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**Bankers**

**Educators**

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**—and those engaged in  
securing New Industries in the South**

## **Important Economic Data**

**For Nearly 200 Southern Metropolitan Centers:**

Detailed data for cities of 20,000 population or over will show:

Receipts from Manufacturing, Trade, Service, and Other Enterprise;

Income, both Total and Per Capita;

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Detailed data will show:

Receipts from Farming, Mining, Construction, Manufacturing, Utilities,  
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Features highly valuable for purposes of directing sales promotion campaigns, or for allocating plants for new industry.

### **1953 BLUE BOOK OF SOUTHERN PROGRESS**

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your new 1953 edition at your special, pre-publication price of  
\$1.00 a copy. My check for \$ ..... is enclosed.

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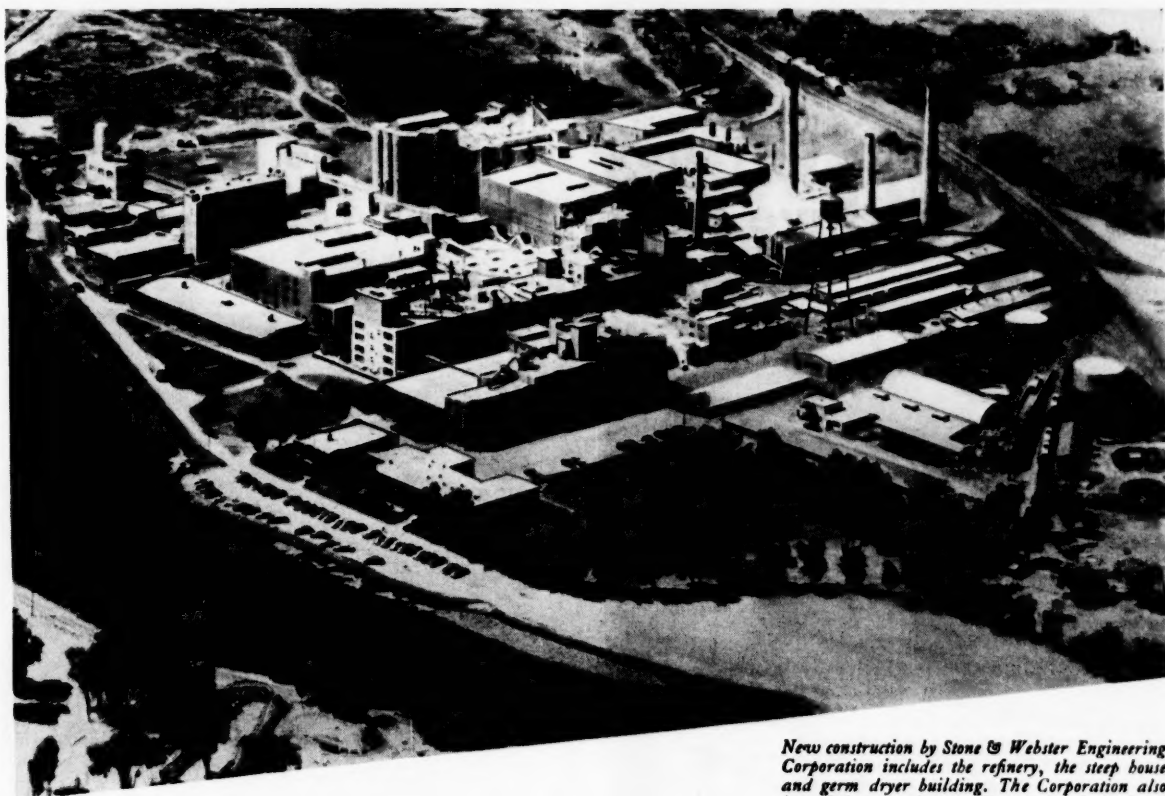
CITY AND STATE .....

**MANUFACTURERS RECORD PUBLISHING COMPANY  
Baltimore 3, Maryland**



Comprehensive Data for each of the  
16 Southern States shown in above map.





*New construction by Stone & Webster Engineering Corporation includes the refinery, the steep house and germ dryer building. The Corporation also installed processing equipment in the existing buildings and redesigned and enlarged the plant process disposal system.*

## FROM ICE CREAM TO PENICILLIN

From the Roby, Indiana, plant of the American Maize-Products Company come dehydrated corn syrup which is a component of commercial ice cream; corn starch; corn syrup used in candy manufacture; animal feed; and media for growing penicillin.

To design and build the recently completed additions to its Roby plant, the Company employed Stone & Webster Engineering Corporation.



*One of the many products manufactured by American Maize-Products Company.*

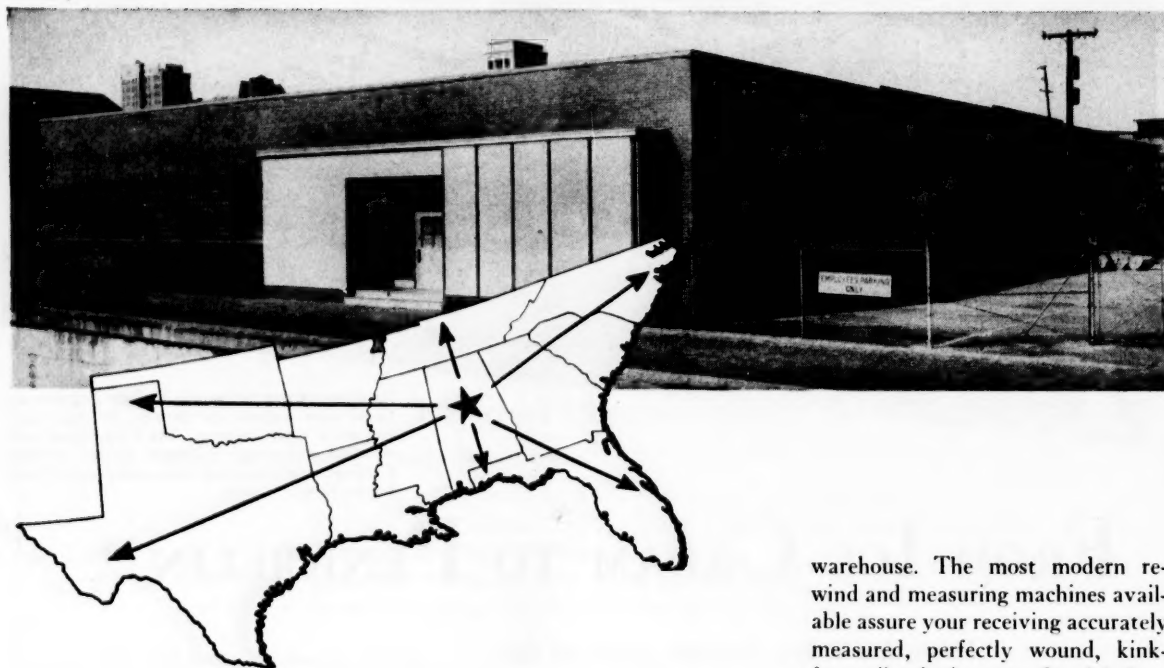


**STONE & WEBSTER ENGINEERING CORPORATION**

A SUBSIDIARY OF STONE & WEBSTER, INC.

# Need wire rope or stainless steel?

★ Our new warehouse  
can give faster, better service  
to Southern users!



**M**ANUFACTURERS, fabricators, contractors and jobbers who require wire rope and stainless steel can get faster, more dependable service from T.C.I.'s new Wire Rope and Stainless Steel Warehouse located at 2316 First Avenue South, Birmingham.

This new warehouse has 20,000 feet of floor space filled with all types

and sizes of wire rope as well as the more popular types of stainless steel sheets, plates and round bars. Modern truck and rail loading facilities assure prompt shipment of your order. Our central location in the heart of the industrial South means quick delivery to your plant or job site.

But you can expect more than just fast, economical service from our

warehouse. The most modern re-wind and measuring machines available assure your receiving accurately measured, perfectly wound, kink-free coils of wire rope. Special abrasive cutters leave the ends of your wire rope perfectly round and smooth—easy to feed through narrow openings.

These new warehouse facilities are another evidence of T.C.I.'s confidence in the industrial development of the South, and of its desire to advance this development as rapidly as possible.

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DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

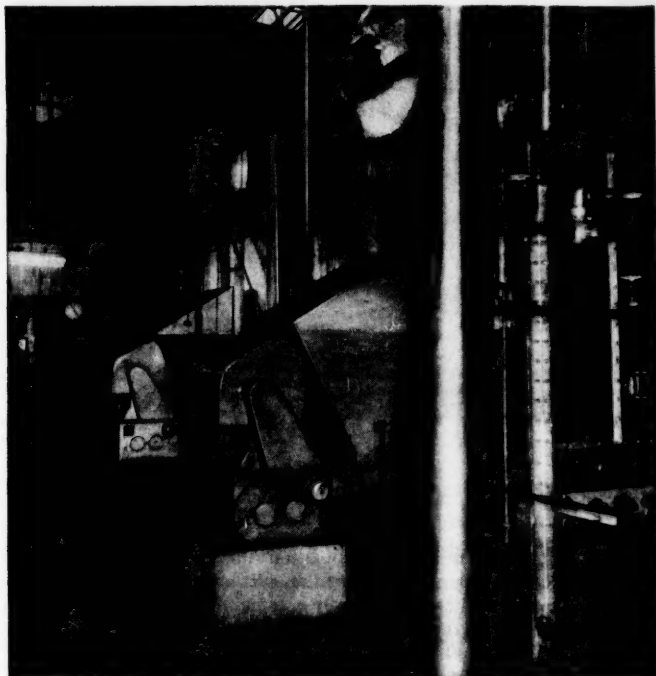
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



UNITED STATES STEEL

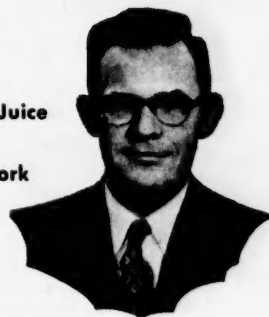
# "WE GET BIG SAVINGS BY BURNING COAL THE MODERN WAY!"

Other fuels would cost us far more!"



says

Mr. A. J. Monta,  
Plants Engineer,  
The Welch Grape Juice  
Company, Inc.,  
Westfield, New York



"We analyzed the cost of coal and other fuels before modernizing our power plant. The result is this up-to-date coal installation that delivers steam at half the cost of competing fuels. *For economy you can't beat bituminous coal burned the modern way!*"

**Modern coal-burning and handling equipment saves this plant more than 35% on labor alone!** New stokers, boilers, controls and coal-handling equipment cut labor costs and save this plant 18% on fuel. The complete installation will pay for itself in about 6 years.

● Burning bituminous coal the modern way can save you money, too! Labor costs are cut to a minimum with up-to-date coal- and ash-handling equipment... modern combustion installations deliver anywhere from 10 to 40% more power from every ton of coal!

That's why, if you're planning to modernize or build a new plant, it will pay you to get the latest facts on coal. Let a consulting engineer show you how a modern coal installation designed to meet your specific needs can save you real money.

Here's something more! Today's bituminous coal customers get a better-prepared product—designed to meet their special requirements. And bituminous coal offers future dependability no other fuel can match. Reserves are virtually inexhaustible, and America's coal industry is the world's most efficient—your assurance of dependable supply of coal at relatively stable prices for years to come.

**If you operate a steam plant, you can't afford to ignore these facts!**

**COAL** in most places is today's lowest-cost fuel.

**COAL** resources in America are adequate for all needs—for hundreds of years to come.

**COAL** production in the U.S.A. is highly mechanized and by far the most efficient in the world.

**COAL** prices will therefore remain the most stable of all fuels.

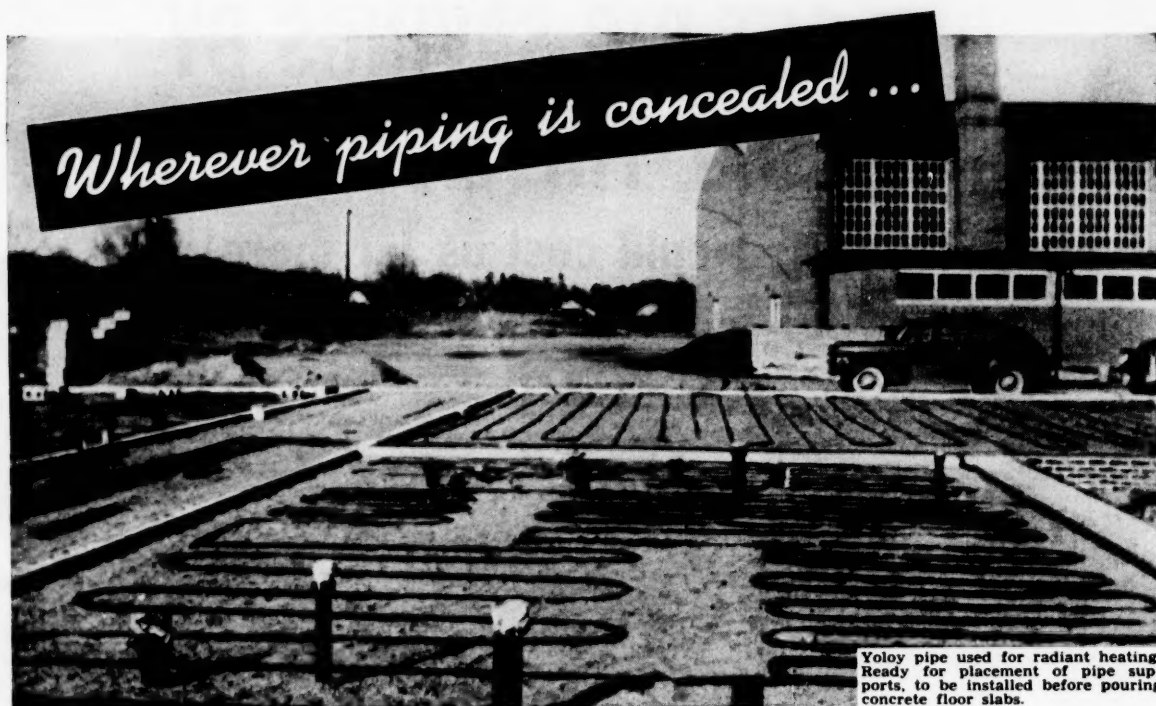
**COAL** is the safest fuel to store and use.

**COAL** is the fuel that industry counts on more and more—for with modern combustion and handling equipment, the inherent advantages of well-prepared coal net even bigger savings.

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**YOU CAN COUNT ON COAL!**



Yoloy pipe used for radiant heating. Ready for placement of pipe supports, to be installed before pouring concrete floor slabs.

## use **YOLOY** continuous weld pipe

Yoloy Continuous Weld Pipe offers distinct advantages for radiant heating and snow removal. Its use is recommended whenever piping is concealed—in industrial plants, commercial buildings, hospitals, schools and residences.

In standard tests Yoloy steel has demonstrated that its resistance to atmospheric corrosion is four to six times greater than that of regular steels. In actual installations Yoloy Pipe has demonstrated that it has a high resistance to many other corrosive conditions.

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Yoloy Continuous Weld Pipe is made from the same

nickel-copper steel composition that has proved so successful in service in the oil, mining, railroad, chemical, trucking and other industries where resistance to corrosion and abrasion is of prime importance. This pipe is easy to thread and fabricate with standard pipe tools. It can be electric or gas welded readily. It has high strength and high resistance to abrasion, shock and vibration fatigue. For further information, write or phone the Youngstown District Sales Office nearest you.

# Youngstown



### THE YOUNGSTOWN SHEET AND TUBE COMPANY

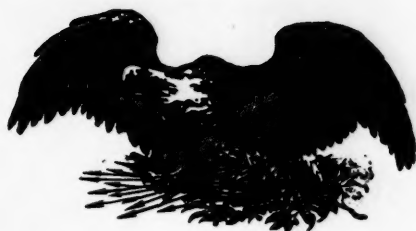
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*"What Enriches the South Enriches the Nation"*

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## The Power to Destroy

The free enterprise system depends upon the continued investment of savings and rapid transfer from hand to hand of the dollar. Current confiscatory income taxes, allowable under the 16th Amendment to the Constitution, which granted Congress unlimited power to tax, are drying up the sources of capital by leaving too small a margin between earnings and tax payments to permit savings for investment in new enterprises, or for plowing back into existing business.

The widespread idea that this high income tax is a "soak the rich" device, of no importance to the average man, does not stand up under examination. Income taxes, regardless of rate or amount, are paid by the consumer, and every increase in income rates is an added consumer burden. The income tax exacted of great industries is paid, not by them, but by the purchasers of every manufactured item. Unless there is a profitable market for the products of industry, there is no revenue upon which taxes may be based. Income taxes are paid by the bulk of the income earners, namely the moderate and small income group.

So long as we permit the power granted Congress by the 16th Amendment to our Constitution to remain unlimited, just so long will each American citizen be a subject to his government.

For those who want added factual evidence to convince them of the final effect which our present taxing system will have upon the economic structure of the nation, Great Britain is a case in point. Under the British tax program that nation has become so im-

poverished that she has had to repudiate her debts, devalue her currency and call upon the United States for bread to feed her people and non-repayable loans to defend her realm against attacks of her enemies. Our present tax rates approach, and the income rates proposed by the treasury will exceed those of the British.

There is nothing sentimental about taxation. The principle that governs economic forces is beyond the reach of legislation and is as fixed and unchangeable as the law of gravity. An Act of Congress can no more suspend or change the law of diminishing returns in taxation than it can change the freezing point of water. The penalties for violation of this principle will be visited upon any nation that attempts it. While there may be a difference of opinion as to where the line of diminishing returns in taxation begins, no one challenges its existence or questions its power.

At the present time there are two distinct movements to secure the adoption of an amendment limiting the power of Congress to tax incomes, inheritances and gifts. One is through action by state legislatures requesting Congress to call a convention to propose the amendment. Twenty-eight state legislatures already have adopted such a resolution. The other is through direct action by Congress proposing an amendment. Such a joint resolution was presented in the fall of 1951 by Congressman Reed and Senator Dirksen.

Correction of the existing situation is absolutely essential if we are to have government "by the people."



# Security markets continue to display extreme selectivity

but possible new adverse developments in Asia might alter pattern.

By Robert S. Byfield  
Financial Editor

**A** CURSORY glance at the industrial and railroad stock averages for the past three months would indicate an overall stalemate. Nevertheless, a closer examination of individual security portfolios would reveal an unusually wide variety of price performance. Selectivity of this character is the rule rather than the exception other than in times of mass revaluation of security prices in either direction. Yet, the degree of selectivity just now is noteworthy. We are in a state of political and economic change when policies at most levels of government are being revised, and there is bound to be some effect on security prices.

Long term bonds of all descriptions have been declining as interest rates are allowed gradually to reach levels determined by a widening reliance on the free action of demand and supply forces. U. S. Treasury obligations have been sagging for some time and are at record lows for almost a generation. The 2½'s of 1967-1972 at the 93½ level are off about 2½ points since December and there is no evidence that the trend will reverse itself in the near future. Obviously, high-grade corporate issues have followed the lead of government bonds and have dropped from 3 to 7 points from their 1952-1953 peak prices, depending somewhat on maturity and coupon rate. Municipal financing has been heavy particularly because of the school, road and bridge construction which is being undertaken and which bids fair to continue for a long period to come. There are plenty of 3% and 3¼% coupons to be seen, a novelty not having been witnessed for over a decade. Nor have buyers rushed in to use all their available funds since they believe that even lower prices will arrive by Summer.

The market for industrial and public utility preferred stocks has likewise felt the impact of higher money costs. New issues of medium to good grade have been priced to yield between 4¼% to 5% except in instances where a conversion privilege into common stock was afforded.

The above review may sooner or later have more than academic interest to holders of common stocks, a possibility at which we hinted in the February issue of THE MANUFACTURERS RECORD. It will be recalled that the Federal Reserve System raised its discount rate from 1¼% to 2% on January 15th. We interpreted this move as a warning to security holders although money rates are only one of many factors bearing upon stock and bond prices. The "spread" in the yield between bonds and stocks was not then unusually low; in fact it was higher than is customarily the case in times of prosperity. Even now the "spread" is comfortable, yet a continuance of the decline in senior fixed-interest bearing securities could in time render prime common stocks less attractive as income producing vehicles. It would be difficult to become enthusiastic about common stocks as a group if their yields were not greatly different from, say, industrial or utility preferred shares. However, it is still too soon, in our opinion, to stress this eventuality although it should be kept in mind as the months roll by.

Within the stock market itself, and under cover of the overall stalemate, the tobacco, soft drink, shoe, electronics, cement, airline, grocery chain, food processing, natural gas, pipeline transmission and electric utility groups have been distinguished by their firmness. Some of the specialty situations not belonging to any group have done well marketwise and some have recently been at new high prices. On the other hand, as we have previously pointed out, the textile, oil, sugar, farm implement, coal, drug, lead, zinc, copper and chemical issues have on the whole, but with some exceptions, been under some selling pressure. This has created a "market of stocks" rather than a conventional stock market and it is likely to continue to be so in the near future.

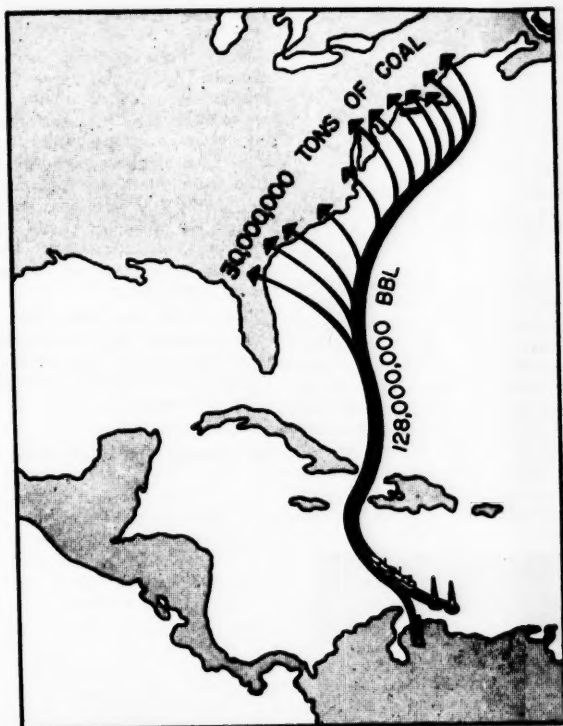
There are many reasons for our assumption. Until the matter of extension or expiration of the Federal excess profits

tax is resolved there are apt to be changes in investment sentiment toward the shares of corporations heavily subject thereto. The impact of this tax has been uneven; the period between now and late June may give rise to uncertainties on this account. Furthermore, American corporate enterprise has been benefiting from a steady growth in group diversity from the earliest days of organized security markets. Back in the first half of the 19th Century most of the popular issues of securities comprised a few classes such as banks, insurance companies, railroads and canal companies. In contrast, there were 1522 individual stock issues comprising over 2,600,000,000 shares listed on the New York Stock Exchange alone on January 1, 1953. The number of issues has doubled since 1921 and the number of shares since only 1936. As a recent Brookings Institution report shows, between 1909 and 1948, the period under review, there were striking shifts in relative importance as to size, earning power and economic leadership as between various large companies and various industries.

Influences of this character, therefore, create conditions where current events may cause diverse impacts on selected groups of industries, some of a short term and others of a long term character, even if there is no overall or secular trend to the broad security averages.

Nevertheless, we do not mean to exclude the possibility that during the next twelve months there may not be developments which could drastically affect investment and speculative sentiment. Just now the Kremlin, judging by its words, gestures and actions is oscillating between belligerence and conciliation insofar as its relationship with the free world is concerned. This technique is easily recognizable as the "Zig-Zag," long one of the psychological weapons of the Soviets, designed to confuse and exhaust its opponents by creating an alternation of hope and despair but calculated without question to further their plans of world domination. These maneuvers may merely be masking new plans for infiltration and conquest elsewhere in Asia such as Burma, Thailand and India. During the past few months certain disturbing events lending currency to such an opinion have been reported in the press. Burma has rejected further U. S. aid under the E.C.A. program and Red China has set up a Thailand Peoples Republic in Yunnan Province apparently to serve as a springboard to bring the Thais into the Soviet orbit at the proper time. There is evidence that Nehru has been politically circumscribed by various happenings and, judging by the abrupt manner in which his recent plan for ending the Korean War was slapped down by the Soviets, he is not in good odor with the Kremlin.

We repeat, a major alteration in the balance of power in South or Southeast Asia, when and if it arrives, could force a radical re-examination of investment policy all along the line.



Foreign residual fuel oil now flooding the east coast is displacing some 30,000,000 tons of coal and working serious hardships on U. S. coal, oil and railroad industries.

## Southerners Fight Foreign Oil

Congressional Leaders and Coal Industry Spokesmen  
Seek Quota Limitation of Imports of Residual Fuel

CONGRESSIONAL leaders from Southern states are in the forefront of the fight to curtail foreign residual fuel oil imports now flooding East Coast markets to the detriment of U. S. coal—anthracite and bituminous—domestic oil, and railroad industries. These include Senator John Sherman Cooper (R.-Ky.), Congressman James S. Golden (D.-Ky.), Congressman Howard H. Baker (D.-Tenn.), Congressman Cleveland M. Bailey (D.-W. Va.), Congresswoman Elizabeth Kee (D.-W. Va.), and Congressman R. C. Byrd (D.-W. Va.).

Senator Cooper on March 25 took the floor of the Senate for the second time in recent weeks to appeal for enactment of his bill to place a quota limitation on the foreign surplus fuel that is causing severe unemployment in the coal and railroad industries.

"The 129 million barrels of residual oil imported into the United States in 1952," he declared, "were sufficient to displace 31 million tons of coal. In the first two months of 1953, residual oil was imported into this country at the rate of 470,000 barrels per day, which in a year would amount to the equivalent of more than 41 million tons of coal. That figure is

some 9 per cent of the total production of bituminous coal for the full 12 months of 1952. Unless Congress acts without delay to remedy the situation, the coal industry simply cannot uphold its end of the economic structure, nor can it be in a state of readiness for its part in an all-out militarization program that would be necessary for the security of the nation. . . .

"I ask the Senate to protect American labor and to safeguard our fuel supply by enacting S 1092, thereby limiting residual oil imports to 5 per cent of the total domestic demand for residual oil in the corresponding quarter of the previous year," he added. "Unless the prevailing unfair condition is checked, the inflow may be steadily increased until the last ton of industrial coal has been displaced in East Coast markets."

Earlier—in March of this year—Congressman Golden introduced a bill in the House of Representatives, stating that no "reasonable" country with which the United States has trade agreements "would expect us to weaken and destroy our home production"; that Kentucky coal mines are being "hard hit by the encroachment of residual fuel" from abroad.

"The question is important not only to Kentucky," Congressman Golden said, "but to many producing states and to many factories and industries that depend upon coal for their fuel purposes. The great utility plants and many of the Atomic Energy plants of the Nation must depend upon coal for the generation of power, and to sit idly by and permit a great industry to be destroyed and thousands of men thrown out of employment by the importation of foreign products will not only hurt the people directly connected with the coal industry but will permanently damage the defense effort of this great Nation."

Representative Golden's bill to curtail imports of foreign residual fuel oil is one of more than a score introduced in the House, all seeking to limit such imports to 5 per cent of the domestic consumption of residual oil in this country.

Congressman Baker in February said, "Foreign residual oil has no place in our economic plan. We do not need it now and we shall never need it. Tennessee alone has 12½ billion tons of recoverable coal reserves, and that is one per cent of our national total. There is enough mineable coal in this land of ours to last for more than a thousand years, and every fuel authority will tell you that a growing portion of our energy needs will have to come from these vast reserves."

"To permit the unnecessary debilitation of our coal industry at this time is not only an imprudent policy; it is a dangerous policy. It is unfair to the people of every other state as well as to the people of Tennessee and the other coal-producing districts."

"Let this Congress wait no longer to remedy this situation," he asserted. "We must drastically curtail residual oil imports, and we must do it at once so that the coal industry can ready itself for the gigantic tasks that are on the horizon."

Like the other measures introduced in the House, Congressman Baker's bill calls for cutting imports of foreign residual oil to only 5 per cent of domestic demand for such fuel in the corresponding calendar quarter of the previous year.

The three West Virginians who have been outspoken against imports of foreign residual oil were speaking for the state which normally leads all others in the production of coal. The first to speak out—and introduce a bill in the House—was Congressman Bailey, long a bitter opponent of flaws in reciprocal trade agreements that result in damage to domestic industry. He was instrumental in writing into the present Reciprocal Trade Agreements Act the escape clause permitting industries injured by imports to carry their case to the U. S. Tariff Commission.

Speaking of the possibilities inherent in the current free flow of foreign residual oil into this country, Representative Bailey in late February said, "A loss of that tonnage (his estimate: 50 million tons annually) would put at least 35,000 West Virginia families on relief. It would have disastrous repercussions on every industry and business in our state, and

(Continued on page 52)

# Working in Harmony At The Top Level

By Glen H. Treslar

Vice President in Charge of Sales  
The Black & Decker Mfg. Co.

**S**UCCESS or failure of a business enterprise depends on its ability to move the products produced. To do this, harmony among all echelons of management is particularly important. It is true that a company, which is a going concern, can still put products on the market even though its organization may suffer from disharmony. But this is a temporary success, badly founded, that suffers in competition with any company producing goods of the same quality whose management works in harmony—a harmony that is, of course, reflected right down to the assembly line.

Since there are few large companies numerically, let's look at the medium size company which is in the majority and typical of American industry. Chief officers might be: a President and then Vice Presidents—one in charge of Manufacturing, one in charge of Finance, and one in charge of Sales—with the usual other officers, such as Treasurer, Controller, etc.

Each of the officers has a prime responsibility in promoting harmony and keeping it there; however, I feel that the sales executive must play the most important part. He is usually an extrovert, yet he must have control of emotions and thoughts to work well with the other chief executives, so internal friction won't exist. The sales executive should know something of finance and manufacturing. At the same time, his very job demands that he know the fundamental duties of general management.

Production people, generally speaking, lean toward the belief that the sales group lives under the very best possible conditions—that it doesn't work too hard and is paid much more than it is worth. Sales people, on the other hand, feel that the production group is slow to act on good suggestions, prefers to follow a static course, and is made up generally of obstructionists rather than aggressive company employees.

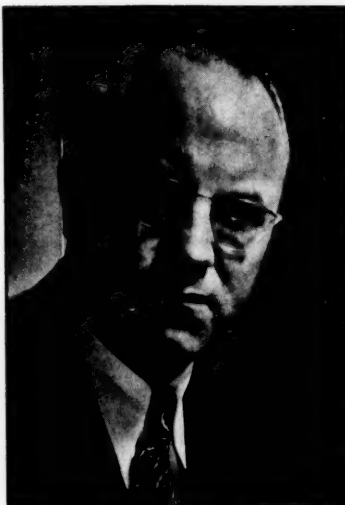
Some truth can be said to prevail in each group's conception of the other. At least, sufficient truth to merit attention from the top sales executive. By being aware of these feelings which may arise, the sales head can work to see that inter-company arguments get no chance to arise.

## Different Thinking

Production, financial and sales personnel, by the nature of their jobs, think differently. Like gears not made to mesh perfectly, heads of these three company functions sometimes clash, when harmony is not worked for constantly. When

these gears don't mesh, power and drive is lost for the entire organization.

Production people work with both machines and individuals. They can measure the output of machines and those who operate them. The machine operators, as company employees, can be controlled by the production executive. Therefore, the production executive can accurately determine the capacity of the plant and supervise personnel to the attainment of the goal that has been set. Of course,



Glen H. Treslar

there are many other duties handled by the production executive requiring good judgment that can be obtained only through years of experience.

The financial executive usually is dealing with past history, recording the facts after they have occurred. Exception is taken, of course, when a corporation is being refinanced, when the financial head will be called upon to use extreme judgment. His position is not to be minimized, for he occupies a post that helps or hinders a corporation, according to his ability.

The head sales executive is in an entirely different position than the production or financial executive. He deals with customers, who have no connection with the company and are not readily controlled. He also deals with unknown facts, for even though the corporation has a good market research department, market measurement remains an inexact science. Consequently, the chief sales executive must have experience and judgment to appraise the facts as gathered and determine the sales objective for the future period.

## Tolerance Needed

Each top-level head of the primary company functions—sales, financial and production—should consider the differences in personalities and ways of thinking. Each must be tolerant and recognize the difficulties encountered daily by each individual. To the sales executive, because he is a salesman, should fall the selling job of keeping each executive on an even keel, so that each man contributes his best effort for the good of the whole corporation.

The writer has seen cases where the sales executive gave no consideration at all to those other executives. A chaotic condition existed which did great harm to his company.

## Top Management Committee

An excellent way to promote harmony is to have frequent meetings with these other top executives. Here all differences can be reconciled rather than bubble beneath the surface. Each individual can be sold on the program established.

We have found Monday afternoon at 1:30 P.M. a convenient time to hold what we call our Management Advisory Committee Meeting. Attending are the President; vice presidents in charge of Sales, Manufacturing, and Finance; Controller, Treasurer and the assistant to the Vice President in charge of Manufacturing.

## Committee Functions

Basic function of this committee is to act in a consulting capacity to the president on major questions of company policy procedures and controls. The committee also coordinates the activities of our major divisions so their operations mesh correctly. At these meetings, the responsibilities of members embrace the directive and integrating functions of over-all company problems. Any member of the committee may bring up problems such as the following:

- (1) Major capital expenditures
- (2) Major research projects
- (3) Expansion of facilities
- (4) Establishment of profit objectives
- (5) Determination of operating budgets
- (6) Company properties—acquisition or disposal
- (7) Major organization changes
- (8) New objectives and programs
- (9) Improvements for presenting operational and control data

## Division Relationships

In addition, a responsibility of this harmony-promoting committee would be to direct particular attention to relationships of our various divisions. An example would be the initial planning and follow-through on the development, production and shipment of new products. This involves continuous coordination of engineering, sales and financial division efforts.

(Continued on page 52)



# Virginia Ports Authority pushes development program

**T**HE Virginia State Ports Authority is moving full speed ahead on its program of the development and expansion of Old Dominion ports and waterways.

The Authority, created last year by the General Assembly, has indeed taken to its appointed task. Since its formation last summer, the group already has inaugurated inspection trips to obtain firsthand knowledge of the problems in front of it. It has authorized a survey of Virginia ports to determine their weaknesses, their strongpoints and the avenues to follow for improvement.

The emphasis on further development of the Old Dominion's ports and waterways might be considered an outgrowth of the phenomenal growth of industry in the State. And in order to allow the ports to keep pace with that expansion, as well as to make Virginia more attractive to homestead-seeking industries, the ports authority was created.

Prior to the formation of the new authority, a Division of Ports was under the realm of the State Department of Conservation and Development. But that division did not have the appropriations available to it that the new authority has.

The realization that a need existed for an agency with authority and money was impressed upon the 1952 General Assembly with such emphasis that the legislators not only created the Ports Authority, but also armed it with an appropriation of \$450,000 for the biennium.

In effect, the legislators said "let's see what Virginia needs. What can be done?"

That was the ultimatum facing the group of Virginians selected to serve on

the Ports Authority, and to a large extent, still stands before them.

Actually, the authority grew out of recommendations by a State Commission, known as the Robert's Commission, which has been created to study the existing situation and to cite the needs for improvement of the ports. A committee sparked by Raymond Bottom, publisher of the Newport News Newspapers, and Hunter Phelan, of Norfolk, guided the necessary legislation for the establishment of the Ports Authority through the 1952 General Assembly.

Under the bill creating the Authority, the Governor of Virginia appointed seven commissioners to serve without salary as a public service. Their terms run from four to six years.

Those selected by Governor John S. Battle are highly respected citizens in their communities and leaders in business and industry. In a way, the Governor was confronted with somewhat of a challenge in making his selections. He was determined to have a group that would represent many sections of the Old Dominion, men who would be interested in the ports, yet men who would have the foresight to take into account the benefit better ports would bring to the hinterlands of the state.

He chose Fred W. McWane, of Lynchburg, later named chairman of the Ports Authority. And although his community is without a port, he is probably as enthusiastic a member of the authority as the men from the port cities. He has maintained continually that a better port system will help communities like his

own. He feels that in cities like Lynchburg where he is assistant to the president of the Lynchburg Foundry Company, industries could well improve by reason of increased port activity.

Other commissioners are William L. Pierce, of Richmond, secretary of the Board of commissioners, who is traffic manager of the Export Leaf Tobacco Company; Frank A. Ernst, of Hopewell, general manager of the Nitrogen Division, Allied Chemical & Dye Corporation. Although both these men live in communities some distance from the ocean, their cities have seaports open to ocean-going vessels because of the fine channeling of the James River.

Other members are Harry Reyner, an insurance executive, of Newport News; Norman R. Hamilton, publisher of the "Portsmouth Star," in Portsmouth; Albert A. Smoot, with the W. A. Smoot & Company, Inc., of Alexandria, and D. M. Thornton, president of the Southgate Corporation, Southgate Terminal, Norfolk.

From their first meeting in July, 1952, the commissioners were confronted with the important duty of selecting an organization to carry out a thorough survey of Virginia port facilities. Faced with such a gigantic investigation and study, the group called in several port consulting engineering firms, outlined its plans for the survey and selected from the firms interviewed the organization the members thought was the one that could best carry out the program in Virginia.

The organization was the New York firm of Coverdale and Colpitts. That firm has already opened an office in Norfolk and has launched its survey, expected to be completed about late summer of this year.

Miles C. Kennedy, a partner in the New York firm, points out that the survey will include the examination of the trade of Virginia ports as to the commodities involved and their origins and destinations, comparison between trade of the Virginia ports and competitive ports regarding present volume, and the apparent trend of growth and reasons which influence the movement of the present traffic through the ports.

Also, the firm will seek to determine the potential traffic of the port as measured by the territory to and from which freight rates are reasonably favorable, factors affecting the movement of this traffic and how they can be influenced by the Ports Authority, the adequacy of present port facilities for the potential traffic in general and in respect to specific commodities, the possibilities of the port and surrounding areas which might lead to the location of port oriented industries and activities of other ports authorities in comparable situations.

The data will furnish the basis for determination of the specific way of increasing port business at Hampton Roads, Hopewell and Alexandria. The survey also will recommend the best location for the authority's main office, as yet not selected, but expected to be in the Hampton Roads area.



Virginia State Ports Authority meets with Gov. John S. Battle. From left: Commissioners F. A. Ernst, Hopewell; W. L. Pierce, Richmond; N. R. Hamilton, Portsmouth; Battle; D. M. Thornton, Norfolk; Chairman Fred McWane, Lynchburg, and Harry Reyner, Newport News. Absent is A. A. Smoot of Alexandria.

The importance of port expansion in Virginia, of course, can be measured in part by considering the great industrial growth in the state over the past 26 years.

In that time, the value of manufactured products in the state has increased 600 per cent. In 1925, the value of manufactured products was \$589,511,000, and in 1951, the value was \$4,144,000,000. The industrial expansion has been so great, in fact, that now every one of the 98 counties in Virginia has at least one manufacturing plant.

Even in the last year, the expansion within the Old Dominion has been re-emphasized. Allied Chemical & Dye Corporation, for instance, announced it will build a \$23,000,000 synthetic fiber plant near Hopewell. And the completion and placing into operation of the giant generators of the John H. Kerr Dam and Reservoir near Clarksville during 1952 open a vast area to the necessary electrical output so essential to industry. And the Virginia State Chamber of Commerce was instrumental in three industrial firms locating in the State.

The importance in further development of the Hampton Roads area can be found in a report issued recently by J. Rives Worsham, chairman of the Board of Norfolk Port Authority. In the report, he said that there were two significant facts.

"First," he explained, "it shows that Hampton Roads is the fastest growing import port in the United States, and second, that the Hampton Roads ports handled last year more export tonnage than all other North Atlantic ports combined, including the port of New York."

Worsham said the imports increased 61 per cent in 1951. For the same period, he added, New York showed a decrease of 2 per cent in import tonnage.

By reason of that fact alone, it would seem that the Port Authority does have a job.

Already in 1953 the authority's commissioners have resumed inspection tours of the ports. In January, the group took a tour of the Richmond and Hopewell ports as a part of the series of tours it has planned.

Last December, the commissioners, along with Army Engineers and other persons interested in port improvement and development, spent an entire day surveying the ports of Hampton Roads.

Following that trip, McWane pointed out the challenge before the Authority.

"This is our responsibility," he said, "and the time is our time. Now this becomes our opportunity."

"It is up to our Port Authority to take advantage of this development and encourage it by providing it with a greater service. We have the type of men on our board who will be equal to that challenge."

McWane, a native of Virginia, a graduate of Washington and Lee University and a member of Phi Beta Kappa, has been concerned with the foundry industry for most of his life. But he also has engaged in a number of civic, church and educational activities and has become widely-known for his leadership in public affairs.

A lifelong Republican, he has been his party's candidate for Governor of Virginia and on two occasions for the House of Representatives. He was delegate-at-large to the 1952 Republican Convention.

In leading the group from its beginning, McWane in a year-end report on the Authority's activities, said that the group was looking forward confidently to a "new and greater opportunity" for economic growth of Virginia, based on an expansion of her foreign commerce and enlarged use of "her unsurpassed harbor and waterway system."

While the commissioners, in the report, pointed out that they would defer major

decision on specific courses of action to build up Virginia's maritime commerce until the survey is completed, they firmly predicted that past handicaps of Virginia's ports could be minimized and eliminated.

The Authority recognized certain "major disadvantages" of Virginia's ports. "One of the disadvantages," the commissioners said, "is that some favorable factors are too little known or considered by shippers habituated to the use of other ports."

To counteract the disadvantages, they said, a properly designed and executed program of education and solicitation could minimize and eliminate many of them. The authority recommended, too, that there should be a joining of all interests in support of a common objective.

"Virginia's ports have equal or lower rates to and from important producing and consuming territory; they have railroads and motor carriers interested in promoting traffic through the ports and actively working towards that end; they have adequate facilities for handling a wide variety of traffic. Their harbors are free of congestion, and labor conditions are excellent," the commissioners reported.

The commissioners feel that they are not going to make a big splash in the pool of total world trade. In fact, the year-end report cautioned that the Ports Authority could not itself add materially to the total of world trade, but that it must attract to Virginia ports their just share of waterborne commerce and industry.

Their immediate task, the commissioners feel, is the job of ascertaining just how competitor ports were able to gain their positions of preeminence and the methods which can be most effectively used by Virginia in securing an equitable share of world trade and industry.

And with the migration of industry to the South at an accelerated rate, the increasing need for low cost raw materials and the products of the industrialized South seeking outlets abroad, the Authority sees a bright future ahead, both for the ports of Virginia and the state's general economic well-being.



"There's two guys that won't get the bright idea again to invite the boss along on their hunting trip!"

## Spencer Chemical Plans Plant Near Orange, Texas

The Spencer Chemical Company recently announced plans for construction of a \$10,000,000 plant for the production of polyethylene near Orange, Texas.

The firm said the plant, expected to be in operation by the spring of 1955, would have a capacity of 45,000,000 pounds annually of the plastic material.

Polyethylene is best known to the public in the form of transparent packaging materials. Kenneth A. Spencer, president of the firm, said a contract had been made with Imperial Chemical Industries, Ltd., London, the holders of basic patents on the polyethylene process.



# Oklahoma firm making training tools for industry

A NEW "tool" which cuts sales and training time in various industries is being manufactured in Tulsa, Oklahoma, by Technical Training Aids, Inc., 8106 East Admiral Place. John H. Koch, its president, has set up an elaborate establishment consisting of an engineering section, a photographic laboratory, wood-working, plastics, machine and paint shops, and offices, all of which are used in conjunction with the manufacture of portable animated photographic plywood models of various engineering designs used in any industry making the simplest device to the most complicated mechanism found in automobile, aircraft, oil refinery, or atom bomb fabrication.

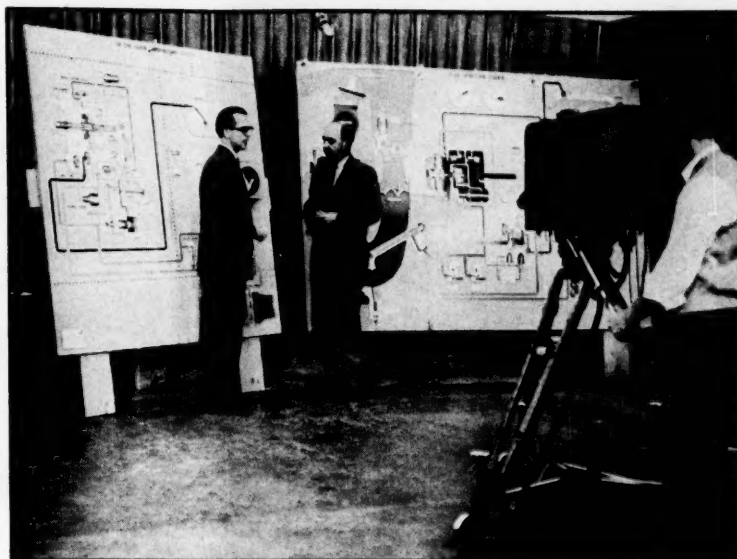
Primarily, the animated panels were made up for the aircraft industry when John H. Koch was in charge of aircraft instruction for the American Airlines during World War II. That company was then faced with the problem of training hundreds of technicians on its DC-4 airplane, and had to produce personnel who understood the mechanics and could operate the craft safely, as well as repair or overhaul it when necessary.

Ordinarily, text-books used in technical training classes have only charts and diagrams with narrative descriptions, which are difficult to follow and require long hours of concentrated study.

Koch, while sympathizing with his students, at the same time realized something drastic must be done to train men as fast as they were needed. He sought some method of demonstration of various mechanisms without actually cutting up the different parts into cross-sections for pupils to see, or without letting them actually take the machinery apart and put it together again before they understood what they were doing.

Koch hit upon the idea of photographing various separate parts of such things as cylinders, valves, brakes, regulators, housings, switches and then tying the different component parts of each device into its complete system (each by its own peculiar linkage), to show each motivating action, whether hydraulic, electrical, gas, or air. His ideas were such a success that he was awarded the coveted "Award of Merit" by The American Airlines, of which not more than five or six have been given.

In 1949, Koch decided to apply his ideas to these new industrial "tools," and organized his company for the purpose of mass manufacture of them. After photographs are made of any cross-section component parts of a given device, they are enlarged so that every detail from threads of screws to tiniest cotter pins are plainly visible. Photos of the stationary parts are then glued in their proper order onto marine type plywood for permanency. Photos of moving parts are mounted on plywood pieces cut to fit their outlines. Then grooves and holes are cut into the original plywood panel, making spaces for inserting the movable



J. H. Koch and Martin Wiesendanger (right) of Tulsa University discuss technical animations on TV. Plywood panels carry type of units used for technical training and sales aids.

parts. By proper linkage with screws, wires, levers, gears, or switches, these moving parts can be made to glide freely along the grooves, or to rotate on an axis, to show the exact action of the motivating force of the device in cross-section, as though it were a machine in actual use.

As Koch's ideas took shape and grew, he applied them to a complete series of systems, adding flow lines of transparent tubing for liquids or gases or electricity where needed. These flow lines are then colored with different shades to indicate whether water, gasoline, oil, air pressure, or electricity is used; also to show various temperatures. Arrows alongside tubing indicate direction of flow.

Panels are of various sizes, but average around 3 x 6 feet. A packaged unit might weigh anywhere from twelve pounds to 140 pounds, depending on size and complications of the device or system being illustrated. Larger panels are hinged for compact folding and portability.

This company recently made on special order for a certain large oil refinery in Tulsa, an animated model of an oil separator tank which shows every moving part, the method of motivation, the liquid, air, gas, and electrical flow directions, temperatures, and size ratios of the whole engineering design. By pressing a button, a complicated electrical system on the model lights up the device in several colors all at once, or in any one color at a time to show separate systems of the complete motivating forces in action. This panel measures about 7 x 7 feet, and is made of plaster instead of plywood.

According to Koch, it is only in recent years that technical training has been stressed in technical fields. Some companies have felt that complete me-

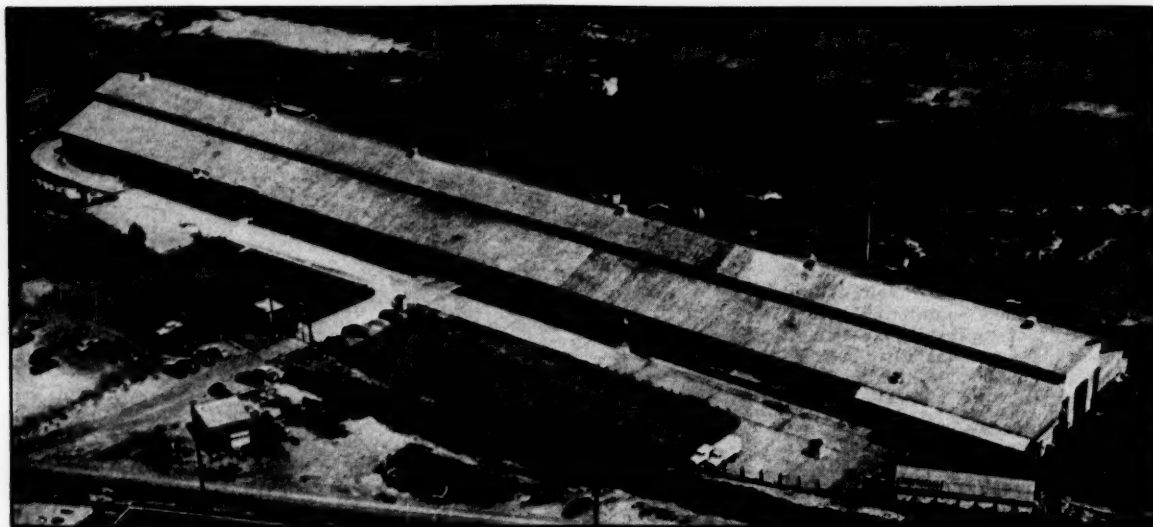
chanical training was a luxury, but more and more they are coming to realize it is a necessity as our world grows more complex. Formerly companies did not give much training in depression times, but actually the harder the times, the more need for training. There should especially be more emphasis on sales during times of recession. He adds there is a tendency now on account of the keenness of competition for the different companies to show a greater interest in training for technical and sales activities. Hydraulic couplings, automatic transmissions and power-brakes used in the aircraft industry are now being used also in the automotive industry, and that usage amounts to more complex mechanics which require more comprehensive study in order that technicians can properly perform their maintenance work.

Should any industry not furnish proper technical service to its customers, it is going to lose sales. The rapidity of technical advances in equipment in all industries has made this type of training extremely important, believes Koch. The application of his new "tools" has been made to all types of industrial mechanisms, and are not only used for training purposes, but for sales aids and display effects by many concerns over the country. He has made hundreds of units for our armed forces.

The company is located on the eastern outskirts of Tulsa, on U. S. Highway 33, in one of the newer industrialized areas of the city, and looks forward to a bright future. They employ approximately sixty men to take care of their present operations.

Owen B. Callihan is Secretary and Treasurer of the company.

# CONSTRUCTION



Koehring Southern Company this month is opening its Chattanooga plant, where one-half yard excavators will be produced.

## March awards firm at \$337,759,000

By S. A. Lauver  
News Editor

**S**OUTHERN construction was comparatively firm in March.

The \$337,759,000 total of contracts awarded in the area below the Mason and Dixon line was within one per cent of the dollar level established in the preceding month.

Substantial increases in public building and highway contracts practically offset a heavy decline in industrial projects and lesser drops in heavy engineering and private building totals.

The March figure brought the accumulation of contracts for the first quarter of 1953 to \$932,417,000, this twenty-one per cent below the valuation placed on southern awards in the same period of last year.

March's \$337,759,000 included \$101,054,000 for public building; \$65,107,000 for industrial projects; \$63,341,000 for private building; \$54,143,000 for heavy engineering construction and \$54,114,000 for highways and bridges.

Representing a fifty-five per cent rise above the figure for the preceding month, the \$101,054,000 public building figure is made up of \$69,182,000 for government buildings and \$31,872,000 for schools, the latter slightly above that for February.

Industrial construction was second in dollar value in the five categories. The \$65,107,000 for industrial projects is seventy-two per cent under the figure for the preceding month, but more than that for January.

Outstanding award of the month was for the \$19,000,000 nitrogen plant to be erected near Memphis, Tenn., by Grace Chemical Co. Others included a \$5,000,000 aluminum project at Bauxite, Ark. and the \$3,000,000 addition to the Charleston, S. C. mill of West Virginia Pulp and Paper Co.

Private building, despite a drastic slowdown in residential work, dropped only four per cent. The forty-five per cent decline in residential projects, however, is almost counterbalanced by increases in commercial and office building.

Private building's \$63,341,000 for March embraces \$23,780,000 for residential building; \$21,939,000 for office building; \$11,282,000 for commercial building and \$6,340,000 for assembly building. Commercial building is up forty-six per cent. Office building more than tripled.

Heavy engineering construction totaled \$54,143,000 in March, or about ten per cent below its counterpart of the preceding month. Elements in the current total are \$28,438,000 for dams, drainage, earthwork and airports; \$14,167,000 for government electric work and \$11,538,000 for sewer and water projects.

### SOUTH'S CONSTRUCTION BY TYPES

	March, 1953		Contracts Awarded First Three Months 1953	Contracts Awarded First Three Months 1952
	Contracts Awarded	Contracts to be Awarded		
<b>PRIVATE BUILDING</b>				
Assembly (Churches, Theatres, Auditoriums, Fraternal)	\$6,340,000	\$24,251,000	\$17,764,000	\$14,149,000
Commercial (Stores, Restaurants, Filling Stations, Garages)	11,282,000	18,905,000	33,642,000	8,669,000
Residential (Apartments, Hotels, Dwellings)	23,780,000	81,224,000	115,777,000	189,668,000
Office	21,939,000	2,870,000	31,782,000	10,690,000
	\$63,341,000	\$127,250,000	\$198,965,000	\$223,176,000
<b>INDUSTRIAL</b>	\$65,107,000	\$306,159,000	\$208,970,000	\$428,697,000
<b>PUBLIC BUILDING</b>				
City, County, State, Federal and Hospitals	\$69,182,000	\$40,746,000	\$130,642,000	\$170,836,000
Schools	31,872,000	55,911,000	92,014,000	65,768,000
	\$101,054,000	\$96,657,000	\$222,656,000	\$236,604,000
<b>ENGINEERING</b>				
Dams, Drainage, Earthwork and Airports	\$28,438,000	\$24,205,000	\$117,873,000	\$128,183,000
Federal, County, Municipal Elec- tric	14,167,000	85,205,000	27,501,000	19,368,000
Sewers and Waterworks	11,538,000	20,785,000	40,481,000	35,906,000
	\$54,143,000	\$130,195,000	\$185,855,000	\$183,457,000
<b>ROADS, STREETS, BRIDGES</b>	\$54,114,000	\$66,878,000	\$115,971,000	\$115,169,000
<b>TOTAL</b>	\$337,759,000	\$727,137,000	\$932,417,000	\$1,187,103,000

# CONSTRUCTION

The \$28,438,000 dams-drainage-earth-worth-airport total is twenty-four per cent down when compared with the figure for such work in the preceding month; sewer and water work, eight per cent. Government electric projects show an increase of forty-one per cent.

Highways and bridges, totaling \$54,114,000, showed the encouraging increase of forty-four per cent. Texas, as in the past, held the largest bid opening during the month, although expenditures represented by proposals received by other states ranged into many millions of dollars.

The highway picture in the first quarter was also good. Total for such work was \$115,169,000. In the same period of last year, the figure was \$115,971,000. The difference is but a small fraction of one per cent in favor of the current first quarter.

Other totals in the \$932,417,000 grand total for the elapsed months of this year are the \$222,656,000 for public building; \$208,970,000 for industrial projects; \$198,965,000 for private building and \$185,855,000 for heavy engineering construction.

Heavy engineering, as in the case of highways, has shown stability, the \$185,855,000 total for the current first quarter being more than one per cent ahead of the value placed on similar work in the first three months of last year.

Currently, heavy engineering involves \$117,873,000 for dams, drainage, earth-work and airports; \$27,501,000 for federal, county and municipal electric projects and \$40,481,000 for sewer and water work.

Private building, with its \$198,965,000, embraced \$115,777,000 for residential work; \$33,642,000 for commercial building; \$31,782,000 for office building and \$17,764,000 for assembly buildings.

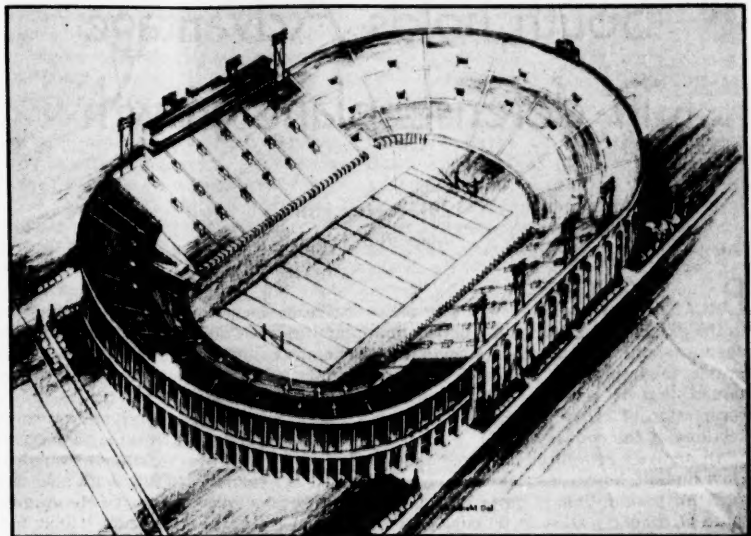
Public building so far this year has totaled \$222,656,000. At this time last year, the figure was \$236,604,000. The current three-month total includes \$92,014,000 for schools, which in the first three months of 1952 amounted to \$65,768,000.

Industrial construction for the first quarter has aggregated \$208,970,000, as compared with the \$428,697,000 for the comparable period of last year. Several newsprint mills,—one up in the multi-million dollar class; \$15,000,000, chemical plant in West Virginia and the big Grace chemical plant are high spots on the southern industrial horizon.

Nationally, the current year is expected to be a period of "abundant work characterized by intense competition, sharp bidding and lower prices for completed construction jobs," by the Associated General Contractors of America.

Prices of materials are expected to be relatively stable with increases in some lines and there is evidence that labor's demand for wage raises, including fringe benefits in some areas, will be strongly resisted, according to that national contractors' organization.

A telegraphic survey made by the A.G.C. revealed that the greatest increase was foreseen in highway construction; Reports on building prospects ranged from greater in the next six months to



Addition to Louisiana State University stadium. Herbert A. Benson, George J. Riehl, D. C. Smith, M. L. Padgett, George Price, Archts. & Engrs.

higher or equal. Heavy construction reports were similar.

The Southwest showed the greatest conservatism in its predictions; Replies from New England forecast gains without exception. Greatest optimism was shown in the South, Midwest and Pacific Coast areas.

For the Southwest the prediction was: More building and highway work; A record volume of building construction was deemed possible in West Texas where in the field of heavy construction the emphasis was placed on public works. A trend toward schools, and commercial activity was also reported.

## SOUTH'S CONSTRUCTION BY STATES

	March, 1953	Contracts to be Awarded	Contracts Awarded First Three Months 1953	Contracts Awarded First Three Months 1952
Alabama	\$19,000,000	\$20,023,000	\$42,937,000	\$33,116,000
Arkansas	7,774,000	12,841,000	16,645,000	17,283,000
District of Columbia	3,070,000	83,583,000	12,578,000	25,609,000
Florida	27,585,000	26,160,000	85,181,000	125,134,000
Georgia	39,668,000	7,760,000	72,835,000	66,708,000
Kentucky	10,977,000	203,624,000	19,857,000	34,131,000
Louisiana	33,402,000	16,059,000	68,485,000	120,119,000
Maryland	18,643,000	32,738,000	63,936,000	125,882,000
Mississippi	9,817,000	4,722,000	22,113,000	41,970,000
Missouri	19,438,000	4,977,000	30,234,000	26,973,000
North Carolina	17,025,000	18,735,000	47,443,000	73,352,000
Oklahoma	7,588,000	14,415,000	19,500,000	33,954,000
South Carolina	16,944,000	11,537,000	45,230,000	30,698,000
Tennessee	27,044,000	8,132,000	45,864,000	45,926,000
Texas	58,717,000	199,981,000	229,932,000	289,370,000
Virginia	20,758,000	57,764,000	48,973,000	63,123,000
West Virginia	300,000	4,086,000	60,674,000	34,655,000
<b>TOTAL</b>	<b>\$337,759,000</b>	<b>\$727,137,000</b>	<b>\$932,417,000</b>	<b>\$1,187,103,000</b>



Shopping center proposed for the Avonbell addition at West Amarillo, Tex.



# South holds Advantage in defense plant growth

By Sidney Fish  
*Industrial Analyst*

**B**ECAUSE the South got started early in the defense program on big petroleum, chemical and aluminum expansion programs, the impression may have been obtained that it is further along in the completion of those projects than other sections of the country.

An analysis of figures prepared by the Government, however, shows clearly that such an assumption is quite wrong. In spite of its early start in defense expansion, the South is actually quite a little behind the nation as a whole in completion of defense work.

For example, statistics issued by the Government showing progress towards completion of facilities covered by certificates of necessity, granting accelerated amortization for defense-needed plants, show that as of last Sept. 30, of a total projected cost of \$23 billion, \$12.3 billion was already in place. Expressed percentage-wise, 54 per cent of all expansion in all parts of the country was completed. As against that national total, the figures for the three Southern regions—South Atlantic, East South Central and West South Central—show that of an estimated total cost of \$4.8 billion, \$2.3 billion, or 48 per cent was actually in place. This meant, in effect, that the South was actually 6 points behind the rest of the country in the completion of its defense expansion, as measured by work done under certificates of necessity. The remaining backlog, on balance, is larger in the South than the country as a whole.

During the final quarter of 1952, no startling change occurred in defense expansion activities. In the nation as a whole, value in place rose from 54 per cent of the projected cost on Sept. 30 to 61 per cent on Dec. 31. In the South, the figures for the principal industries indicate that similar progress was made here. The aluminum expansion figure, for example rose in the last quarter from 56 per cent of completion to 64 per cent, while chemicals and petroleum refining made similar gains.

Thus far, Southern projects account for roughly 20 per cent of the defense-needed expansion program financed by private capital.

On balance, the projects launched in the South are far larger than in the rest of the country. In all, the Government, up to Sept. 30 had issued 13,153 certificates of necessity, or an average of \$1.7 million per certificate. In the South, the average cost per certificate is nearly

twice as large, or nearly \$3 million per certificate. This reflects the fact that chemical petroleum and aluminum plants, by and large, tend to be large and costly ventures.

But those figures on privately financed expansion under certificates of necessity tell only part of the story. Two other types of expansion in the South also show a large edge over the rest of the country, in respect to new projects which have recently come into the hopper, and which therefore remain to be completed.

Those two kinds of expansion include the atomic energy work financed by the Government in Georgia, South Carolina, Kentucky and Tennessee; and privately financed work on non-defense construction jobs. Neither of those categories are covered by certificates of necessity.

The Atomic energy program runs into the billions and is constantly being expanded. The South is fortunate that from the outset it corralled the first important atomic energy plant at Oak Ridge, Tenn., during World War II and that it is today playing such an important part in the development of the hydrogen bomb. Such ventures are not only creating a vast expansion in electrical generating capacity and other services, but it is pouring large amounts of purchasing power into the hands of Southern workmen. Indeed, the atomic energy programs have brought into the South new skills and have expanded the labor market by recruiting workers from many Northern cities.

In the field of non-defense work, the South is bound to get a steadily increasing share, as long as the incomes of its citizens and its industries remain at a high level.

Take one illustration—wholesale warehouses serving various industries. There is currently under way in the nation a broad movement to increase the number of wholesale distribution facilities.

This arises from the return to more competitive markets in civilian goods. Government controls over prices and materials have virtually been scrapped, carrying out the campaign pledge made by General Eisenhower. As competition comes back into the picture as the controlling force, producers are urging their wholesalers to provide better service, particularly in the big new areas of consumption. Better service means on the spot service, with delivery of goods assured the same day, or the day after an order is received.

Freight costs are so high, that a wholesale warehouse today cannot expect the customer to foot the bill on such charges, when competition comes back into the picture. And yet that is what the customer might have to do, unless new branch warehouses are built to permit the wholesalers to make quick deliveries at low cost to the new markets and new customers in the South. Freight absorption by the customer has become a fact in many industries over the last five years—ever since the Federal Trade Commission issued its ruling making it illegal for the cement industry to absorb freight costs systematically to meet competition, under so-called delivered price or basing point systems.

In the steel industry, warehouses selling steel in less than carload lots ever since the war have attempted to serve new growing markets at long range. This has meant absorption of large freight costs by many of the growing steel consuming plants in many sections of the country. As long as steel was scarce, the customer was willing to pay the extra freight costs. But when steel is plentiful, he wants to buy steel only from the nearest source of supply, preferably one that is located practically at his back door.

Since the handwriting is on the wall that competition is going to get tougher as materials shortages end, it is clear that warehouses will be stimulated to provide better supply. If the old line warehouses are unwilling to build new branch facilities, to serve the areas which consumption has increased, as in the South, then independent new warehouses will gladly undertake that task.

That means that competition will force more construction. Even if Congress legalizes the absorption of freight costs by sellers, where this is done non-collusively and in good faith as now seems likely, there will be considerably less freight absorption practiced by industry than before the war. Decentralized plants and branch or decentralized warehouses have become an economical way to operate for two reasons—

1. Freight costs have risen sharply, and freight absorption therefore must be limited in its scope by the expense involved.

2. The steady decentralization of industries automatically reduces the length of the average haul from supply mills.

From the standpoint of the South everything points towards steady gains in the number of new plants and a consistently high level of construction. Many of the South's new plants are producers of basic materials. Usually, in business, it is more economical to have a short haul on the raw product, and a long haul on the finished product rather than the reverse because in that way distribution can be accomplished at the lowest cost in freight.

The South's big expansion in raw materials means that for the present, at least, most of the production of the new basic metal and petrochemical plants is going rather long distances to the major finishing and fabricating plants in the North. In the aluminum industry, for ex-

ample, the expansion of metal rolling and fabricating capacity in the South has not kept pace with the growth of primary aluminum capacity. This means that on balance, the average length of the haul of the raw or basic metal has increased—from Southern primary plants to Northern finishing plants.

That situation will be corrected as more and more fabricators locate close to the big new materials plants in the South—fabricators of aluminum, makers of intermediate and refined chemical products for the consumer market, etc.

In individual Southern industries, a marked trend is continuing towards decentralization. Here are two samples:

General Motors Corporation's Fabricast Division is building a new foundry at Jones Mills, Ark., to make permanent mold aluminum castings for automobile torque converter transmissions. And the Extruded Aluminum Company is turning out 350,000 pounds of aluminum extrusions monthly at its new plant in Summerville, S. C. The company makes aluminum architectural products, supplying manufacturers who produce windows, screens and mouldings. The plant is an outgrowth of one which was launched in Michigan about ten years ago.

In the textile industry, the man-made fibres—orlon, dacron, rayon and nylon are expanding rapidly in the South. In the first half of last year alone, capital investments by this new industry in five Southern states totaled \$400 million. This industry is supplied by the great new southern petrochemical industries in Texas and Louisiana.

This has not meant any loss in markets possessed by cotton. For per capita consumption of cotton has risen from 20 pounds in 1939, in the United States, to nearly 27 pounds in 1951. In part this gain reflects improvement in the national per capita income. On top of the per capita gain, the cotton textile industry, now located largely in the South, can reap the benefit of the big gain in the nation's population. It is estimated that over 65 per cent of the rayon industry is now located in the South, and over 85 per cent of the cotton mills are also below the Mason-Dixon line. Only in wool is most of the production still located in New England, and there are strong indications that this industry, too, will pull up its stakes and move to the South, because the mill owners say that production costs are decidedly lower there. Taxes are not only lower in the South, but it is pointed out that labor is more productive and labor relations are more stable.

In the machinery industry, Babcock & Wilcox Co., has started to build a new \$2 million plant at Wilmington, N. C., to make boilers and related products. The company has added five new plants in the South to its boiler division in the last year. These plants, making components for electric power generating plants, have doubled B. & W.'s former capacity at Barborton and Alliance, in Ohio.

In Babcock & Wilcox's case, the company, of course, is getting closer to some

of its big new customers—the rapidly growing utility companies in the South, which are expanding rapidly not only because of the atomic energy program, but because of the rapid rise in power consumption by other industries, as well as by the home owners.

At Corpus Christi, National Lead Company's Baroid Sales Division is building a new processing plant and a warehouse. The plant will include a mill for processing barytes ore, and a warehouse for storage of oil well drilling muds and chemicals.

Several paint manufacturers, including Glidden and Pittsburgh Plate Glass, have greatly expanded the scope of their manufacturing operations in the Southeast.

Chemistry, which is transforming our entire economy through research is now locating the greatest part of its expansion in the South. Chemicals are needed for defense—chemicals for making metals, chemicals for synthetic rubber, chemicals for fertilizer, to expand the output of our farms, and chemicals for explosives.

In some cases, the needed chemicals are being mined—in other cases huge plants are providing them. Sulphur is an example of the mined chemical. Sulphur is needed in making metals. We are planning to increase output of sulphur by 38 per cent. Some of the increase will come from a new deposit of high grade sulphur in Louisiana. Some will come from low grade deposits, and some will be recovered from natural gas in the South.

Similarly, output is being increased greatly in ammonia (by 79 per cent) to provide for the needs of makers of fertilizer, explosives, textiles, plastics and other products. Benzene output is being stepped up 70 per cent to make plastics and to produce aniline for dyes and phenol, as well as for drugs, plastics, etc.

Chlorine, needed for chemical warfare and for a host of peacetime needs, will have its capacity boosted by 55 per cent.

From domestic production of 719,000 tons in 1950, aluminum capacity will increase by 1955 to 1,746,000 tons, a rise of 140 per cent. And most of the gain is taking place in the South.

In petroleum, expansion is going ahead rapidly, for the defense program will this year boost our needs to 8.2 million barrels a day, as against 6.8 million barrels a day used in 1950. Hence more wells and more refineries are needed and here, too, most of the new ones will be in the South.

The long term defense expansion program, stretching over a number of years at a minimum, is constantly generating new needs which are being reflected in Southern industrial expansion.

## Rust Installs Conveyors At Port of Mobile

The Rust Engineering Company, of Birmingham and Pittsburgh, has completed the installation of special belt conveyors to handle unloading of bauxite from a new type self unloading ore carrier to railroad at the Port of Mobile for Reynolds Metals Company.

The new ore unloading facilities are an addition to a \$750,000 bulk-handling conveyor system that Rust completed last year for the Alabama State Docks and Terminals at Mobile.

Installation of the new conveying equipment will facilitate unloading of Jamaican bauxite from a specially built 12,500-ton ore carrier.

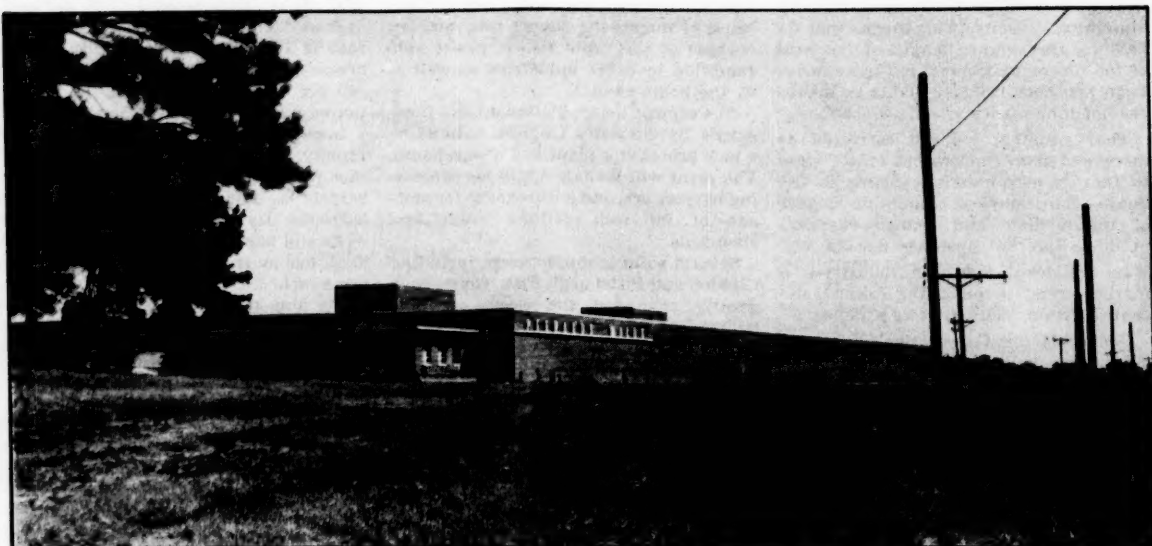
For conversion into aluminum, the bauxite will supplement Arkansas supplies of the ore being processed at Reynolds' Hurricane Creek plant.



"Golf's a lousy game, anyhow!  
I'm just glad I don't have to play any  
more until 7:30 tomorrow morning!"

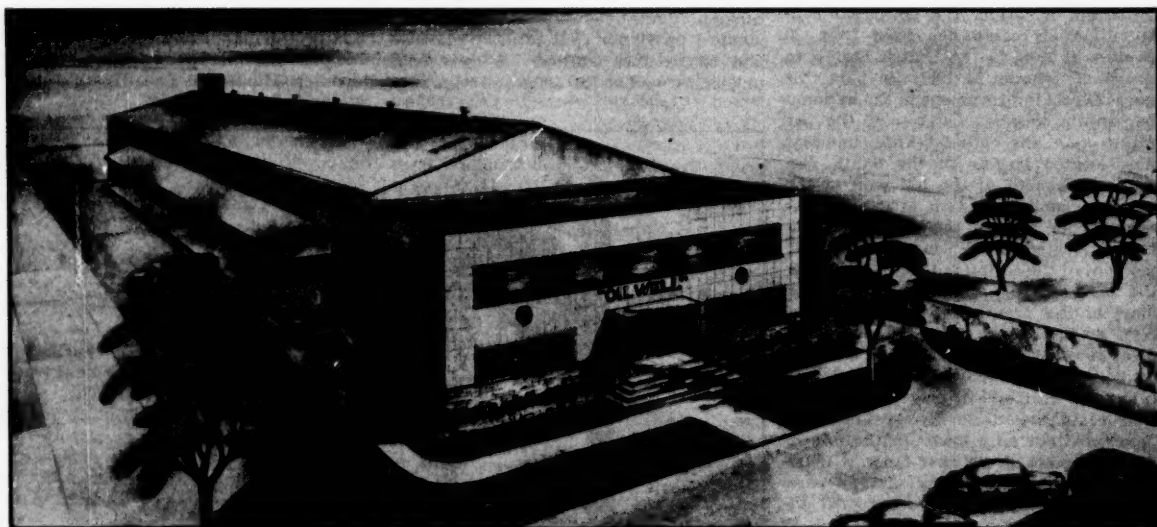


# INDUSTRIAL



## IN SOUTH CAROLINA

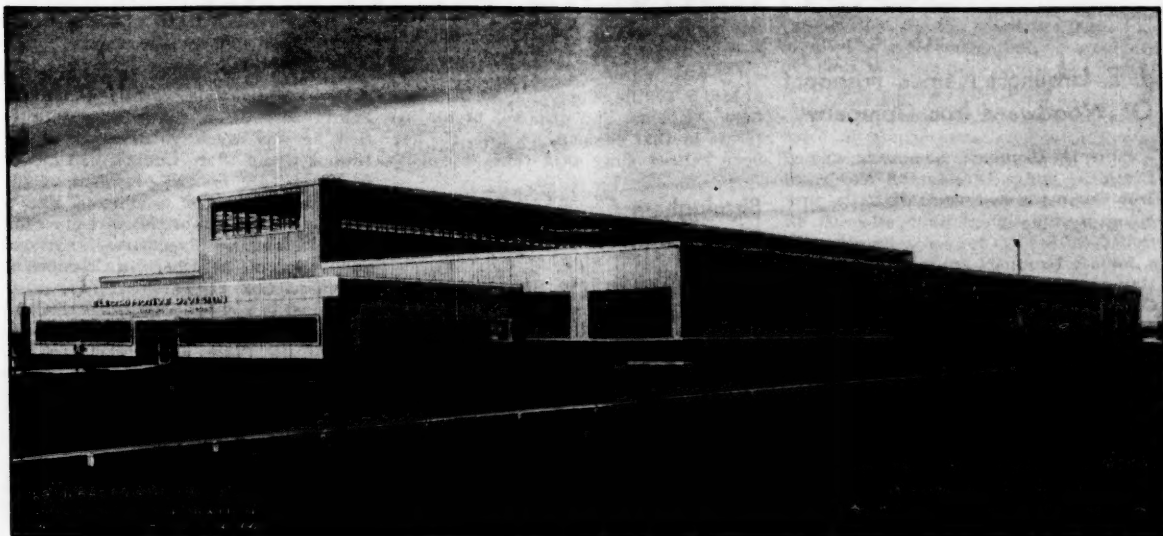
Textron Southern recently completed the expansion of its Peerless Mills at Belton. Doubled in size, the mill has a new addition 165 by 280 feet which provides totally enclosed, air-conditioned space for 480 looms for synthetic weaving.



## IN TEXAS

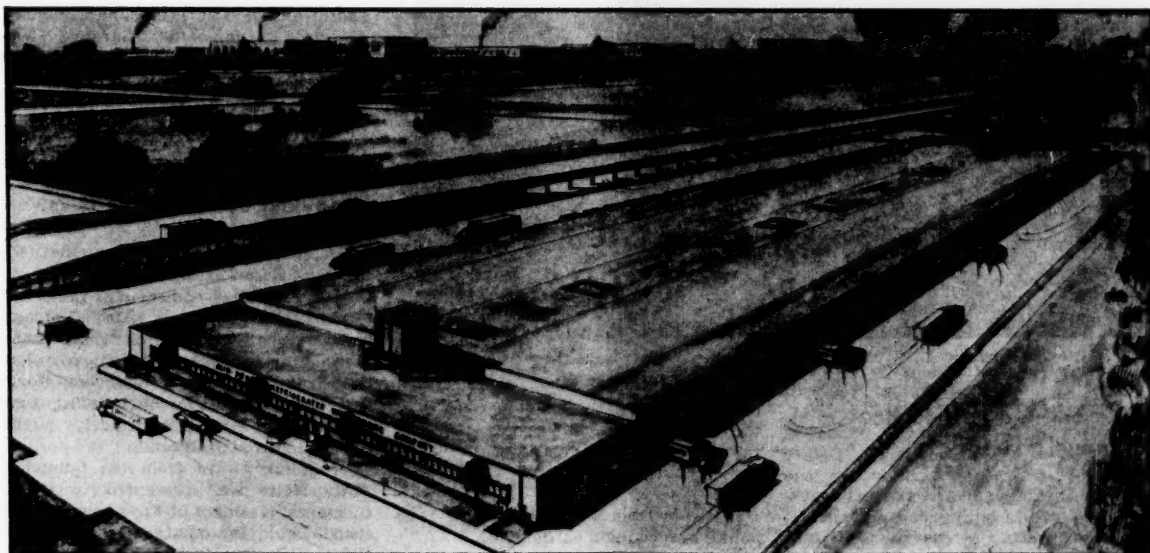
Oil field supply center planned for Houston by the Oil Well Supply Division of United States Steel Corp. This new supply and service unit will be one of the most modern in the Southwest and will serve the extensive Gulf Coast region.

## EXPANSION



### IN FLORIDA

Ragnar Benson, Inc., of Chicago, Ill., has been awarded the contract for construction that will treble the size of the Jacksonville branch of Electro-Motive division of General Motors Corp. (above). Completion is expected early next fall.



### IN TENNESSEE

Mid-South Refrigerated Warehouse Co. is building this cold storage warehouse, one of the largest in the nation, at Memphis. Modern in every respect, the \$2,000,000 structure will have 1,300,000 cubic feet of all-freezer storage.

# SOUTHERNERS AT WORK

## J. E. Urquhart Named President Of Woodward Iron Company

John E. Urquhart has been elected President and a Director of Woodward Iron Company, succeeding B. C. Colcord, whose resignation became effective on that date.

John E. Urquhart graduated from Yale University and joined the Semet-Solvay Company in 1910. He served that company in various capacities until his resignation in 1933, at which time he was Vice President in Charge of Operations.

He is no stranger to the older employees of Woodward Iron Company as he joined the Company in 1933 as General Superintendent in Charge of Blast Furnace, Coke Oven and Railroad Operations and later became General Superintendent of all Operations including mines, which position he held until his resignation in 1944.

He was one of the organizers in 1946 of Mill & Textile Supply, Inc., of Birmingham, Alabama, and disposed of his interest in that company in 1947. He has been retired since that time.

## Birmingham Chamber Names Burch Exec. Vice President

John O. Burch, executive vice president, Peoria, Ill., Association of Commerce, will succeed Hugh P. Bigler as executive vice president of the Birmingham Chamber of Commerce.

The selection of Burch as administrative head of the Birmingham Chamber was revealed by Frank E. Spain, president, and the executive committee of the Chamber.

At the same time Spain and the committee said A. E. Runnels had been appointed as assistant executive vice president.

A native of Franklin, Ill., Burch has been executive vice president of the Peoria association since 1948. Prior to that he was executive manager of the Illinois Chain Store Council in Chicago in 1946-48. He is 1953 president of the Illinois Chamber of Commerce Executives and chairman of the advisory committee for "The Executives," national publication of the American Chamber of Commerce Executives.

Runnels has been in Chamber of Commerce work since 1931. He has been manager of the Perry, Okla., Ponca, Okla., Albany and Moultrie, Georgia chambers.

## McDonnell Elected To Frisco Board

William A. McDonnell, president of the First National Bank of St. Louis, was elected to the Board of Directors of the St. Louis-San Francisco Railway today, President Clark Hungerford announced following a board meeting in St. Louis.

A native of Arkansas, Mr. McDonnell is a graduate of Vanderbilt University. He was in the banking business in Little Rock before coming to St. Louis in 1944, and is a former president of the Arkansas Bankers Association. He is a director of the American Central Insurance Company, McDonnell Aircraft Company, Southwestern Bell Telephone Company, American Automobile Insurance Company, the Federal Reserve Board and the General American Insurance Company.



Carleton Putnam

C. E. Woolman

S. A. Stewart

## Delta and C&S Announce Personnel Plans

Delta Air Lines and Chicago and Southern Air Lines have announced personnel plans for traffic and operations departments after the two companies are merged about May 1.

Laigh C. Parker, vice president of traffic and sales for Delta, will retain his present title after the consolidation. Thomas M. Miller, vice president of traffic and sales for C & S, will be named assistant vice president of traffic and sales.

Charles H. Dolson, Delta vice president of operations, will be vice president of operations of the merged company. William T. Arthur, vice president of

operations with C & S, will become assistant vice president of operations after the merger. Assistant vice presidents of the combined company will be elective positions.

Other officials of the combined companies agreed upon earlier are:

Carleton E. Putnam, chairman of the board of directors of Delta-C & S; C. E. Woolman, president and general manager; Sidney A. Stewart, executive vice president; Junius Cooper, vice president of finance; Todd G. Cole, vice president—comptroller; Richard Maurer, vice president—legal.

Also announced earlier were plans to make W. T. Beebe personnel director and Robert H. Wharton assistant to the president in charge of employee relations.

## John Carpenter Wins Longview Journal Award

The man who is known as "the god-father of East Texas industry"—John W. Carpenter, Dallas, chairman of the board of the Texas Power & Light Company and president and board chairman of the Southland Life Insurance Company—has been given the annual Longview *Morning Journal* award for outstanding service to East Texas, particularly in the field of industrialization.

A similar award from the Longview *Daily News* was presented to V. A. Clements, president of the Longview National Bank, for outstanding service to Gregg County, also with emphasis on industrial development. The presentations were made at the Chamber of Commerce banquet.

Carl L. Estes, publisher of *The News* and *The Journal*, compared the role of Mr. Carpenter to that of "an old coon hound who has taught the others of us to swim in industrial waters of East Texas." It was he who described the Dallas leader as "the god-father of East Texas Industry."

Estes presented beautiful engraved plaques to Mr. Carpenter and Mr. Clements and referred to them as "my silent partners, both of whom have participated with me for years in numerous industrial and other development projects in Longview, Gregg County, and East Texas."

The recipients of the two awards were chosen by independent committees composed of prominent East Texas business and civic leaders.

Longview has made tremendous progress during the last decade, with such industries as R. G. LeTourneau, Inc., Texas Eastman Company, Powers Manufacturing Company, Grove Controls, and others playing an important part in its growth. Longview's proximity to the \$150,000,000 Lone Star Steel Co.—only thirty miles distant—assures it of much more industrial development.

## Florida State Chamber Names Industrial Group

Chairman W. W. Wolff of the industrial division of the Florida State Chamber of Commerce has announced the names of his 1953 division co-workers in the task of furthering the industrialization of Florida, as follows:

J. P. O'Donnell (vice chairman), Walter H. Beard, Parkers Capps, Col. L. L. Conrad, J. E. Crosby, Harry M. de Montmollin, R. D. Edwards, George W. Gibbs, Sr., John M. Gillespie, W. J. Freeman, Jr., John B. Kincaid, C. R. Mahaffey, James C. Merrill, S. L. Monroe, E. B. O'Kelley, R. Eugene Orr, James H. Randolph, Jr., T. W. Rucker II, Frank B. Seghers, W. L. Wahl and J. A. Wallace of Jacksonville;

Carl D. Brorein, R. P. Charles, Gettis B. Henderson, George B. Howell, R. H. Paul, Jr., S. B. Straske and Frank M. Traynor of Tampa;

Robert T. Bowman, A. H. Bruning, Roy Dew and B. M. Latham of Saint Petersburg;

Otis Dunan, R. C. Houser, Frank W. Linder, Joseph S. Maddlone, R. B. Roberts, Frank G. Roche, Richard L. Simms, Jr., and Joseph Weinstein of Miami and Coral Gables;

Haldane Boykin of Chattahoochee, Lester C. Bush of Palatka, Waldo S. Carrell of Pensacola, A. P. Clark of Orlando, Henry C. Coleman of Daytona Beach, H. R. Cloud of Plymouth, Donovan Dean of Lakeland, A. L. Ellis of Tarpon Springs, Charles W. Ellis, Jr., of Hollywood, R. B. Fuller of Bartow, Dr. R. D. Gerwe of Lakeland, A. B. Goff of Deland, Robert Gregg of Gainesville, James J. Love of Quincy, Beverly Grizzard of Tallahassee, Howard E. C. Hawkins of Saint Augustine, Ashton J. Hayward of Pensacola, Frank L. Holland of Winter Haven, Fred Howard of Tarpon Springs, Charles H. MacDowell of Winter Park;

A. A. McKethen of Brooksville, W. C. Owen, Jr., of Clewiston, W. M. Palmer, Sr., of Ocala, W. C. Pedersen of Waverly, Benton W. Powell of Sarasota, Harvey B. Richards of Fort Myers, J. K. Roberts

of West Palm Beach, Ralph Rubin of Fort Pierce, Henry A. Simpson of Sanford, C. Howard Sweatt of Orlando; A. M. Swisher of Lake City, D. E. Taylor of West Palm Beach, Leon B. Thrasher of Ocala, and Warren T. White, assistant vice president, Seaboard Air Line Railroad, Norfolk, and Raymond E. Bisha, general industrial agent, Louisville & Nashville Railroad, Louisville.

## Stockham Valves Names New President

Stockham Valves and Fittings Co., Birmingham, now celebrating its 50th anniversary, has a new president.

He is Richard J. Stockham, who succeeded his elder brother, Herbert C. Stockham, as president of the company. Herbert C. Stockham becomes chairman of the board of directors.

Officers reelected were Douglass Stockham, vice president and secretary; L. N. Shannon, vice president; R. L. Stewart, vice president and Thomas B. Noble, treasurer.

## John J. Harte Names Steinhoff and Tonn

Mr. Paul F. Steinhoff has been appointed director of chemical engineering of the Atlanta offices of the John J. Harte Company. The announcement was made by John J. Harte, president of the Atlanta architectural-engineering firm.

Mr. Steinhoff has been connected with the Chemical Plants division of Blaw-

Mr. Steinhoff's principal duties with the John J. Harte Company will include coordination between sales and chemical engineering. He will assist in operations in all Harte Company offices, working out from the executive offices in Atlanta, where he has made his home.

Dr. W. H. Tonn, Jr., chemical engineer, has also become associated with Harte, it was announced recently. In making the announcement, John J. Harte, President of the engineering firm, said that Dr. Tonn will act in a consulting capacity on all phases of chemical development and research wherever the need arises.

## International Minerals Advances Fuller and Bowen

Louis Ware, president of International Minerals & Chemical Corporation, has announced that effective July 1, 1953, R. B. Fuller who is presently manager of the Florida Phosphate Department of the corporation, will be promoted to the position of assistant to the vice president in charge of the Phosphate Division. Mr. Fuller will work on special assignments and will be directly responsible to George W. Moyers, vice president in charge of the division, Mr. Ware said.

He also announced that effective July 1, 1953, F. B. Bowen, who is presently manager of the Tennessee Phosphate Department, will become manager of the Florida Phosphate Department and assume the responsibilities relinquished by Mr. Fuller. Mr. Bowen will be specifically responsible for all of the activities of this department, which include rock and chemical phosphates.

## Goodyear Appoints Mabry Atlanta District Manager

Samuel J. Mabry has been appointed Atlanta, Ga., district manager, Industrial Products division of Goodyear Tire & Rubber Co., according to H. D. Foster, manager of the company's Industrial Products division.

Mabry, who has been an industrial products representative for Goodyear at Los Angeles since 1948, replaces John E. Ragan, deceased.

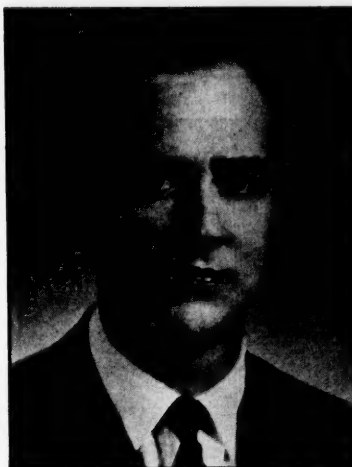
Joining Goodyear as a production worker in 1935 at Los Angeles, Mabry became associated with the company's Industrial Products division in 1945 as an order clerk.

He was appointed office manager in the company's Industrial Products division office at Los Angeles in 1947 and took field representative training in 1948.

## Reynolds Appoints Two To Paint Market Division

Reynolds Metals Company, through its General Sales Office in Louisville, Ken-

(Continued on page 48)



P. F. Steinhoff

Knox Construction Co., Pittsburgh, Pa., for the past two years as principal process engineer. Prior to this he was project design engineer with Procter & Gamble, Cincinnati; senior chemical engineer, Barrett Division, Allied Chemical & Dye Corp.; and was affiliated with Koppers Co., Inc., as assistant plant engineer in the tar and chemical division.



## Southerners

(Continued from page 47)

tucky, has announced the appointment of two men to head up the Paint Market division of the firm's sales Organization.

Douglas McKellar has been named Manager, Paint Market Sales, and Edward F. Reilly Assistant Manager of the paint sales division. Among their duties will be national promotion of "Liquid Aluminum," the aluminum paint being made by leading manufacturers with pigments supplied by Reynolds. "Liquid Aluminum" is being marketed with the greatest promotional and advertising campaign ever put behind a single paint.

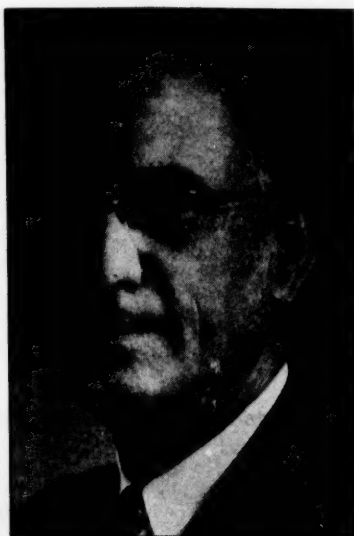
### J. E. Bell Joins Harlingen Chamber

J. E. Bell, who served as general manager and executive vice-president of the Chamber of Commerce at Corpus Christi during the years of the coastal city's greatest growth, re-entered Chamber of Commerce work January 1 at Harlingen, Texas, after nine months of retirement.

Bell became manager of the Corpus Christi organization in October, 1934, arriving there just in time to help celebrate the opening of the city's first major industry, the Southern Alkali Corporation, now known as the Columbia Southern Chemical Corporation, a wholly-owned subsidiary of the Pittsburgh Plate Glass Company. During Bell's tenure Corpus Christi obtained such well-known industrial installations as the Corn Products Refining Company, the American Smelting and Refining Co., the Reynolds Metals

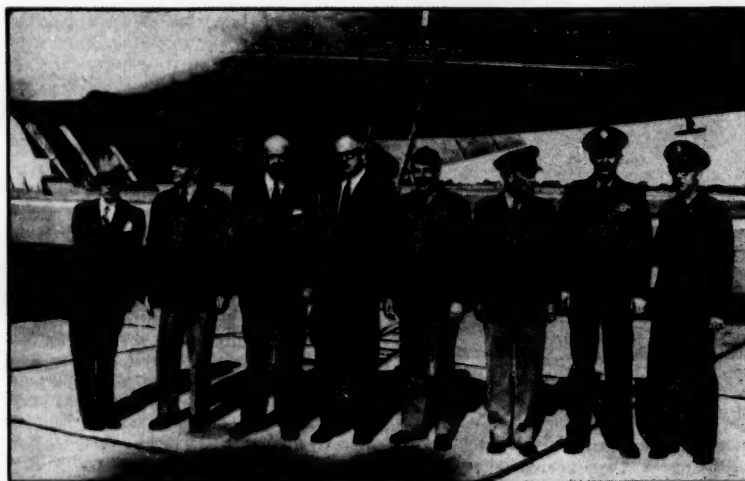
Company, whose investment at Corpus Christi has reached the \$120,000,000 mark; the Halliburton Portland Cement Company, and others, not forgetting the Corpus Christi Naval Air Station, the largest establishment of its kind in the world.

With Harlingen one of the major South Texas cities on the Intracoastal Canal, which extends from New Orleans to the



J. E. Bell

Rio Grande, Bell is hopeful that the trinity of water transportation, abundant raw materials, particularly in the petroleum field, and salubrious climate will give impetus to the Valley city's program of industrial development.



Secretary of the Army Robert Stevens and members of his party as they arrived at the Longview, Tex. airport last month to inspect the LeTourneau plant there where cases for 100-pound bombs are being made. From left: Hugh Dean, consultant in the Secretary's office; Brig. Gen. Bernard Robinson, deputy chief of engineers, Washington; Carl L. Estes, Longview publisher; Sec. Stevens; Brig. Gen. Laidlow; Maj. Gen. E. L. Cummings; Lt. Col. K. Belleu, Asst. to Sec. Stevens; and Lt. J. R. Davis, Asst. to Sec. Stevens.

### A. W. Morland Assumes Dothan Chamber Post

Alvin W. Morland, former trade development manager of the Birmingham Chamber of Commerce, is the new secretary-manager of the Dothan Chamber of Commerce.

Appointment of Morland to the job succeeding Selden X. Bailey was announced late in February jointly by the Dothan and Birmingham Chambers.

W. K. Holt, president of the Dothan Chamber, said Morland took over his duties in Dothan in March. Selection of the Birmingham native was made by the Chamber's board of directors.

Holt, in announcing the appointment for the board of directors said, "we are very happy to have been able to secure Mr. Morland's services. He is a capable man and we feel sure he will do an excellent job in Dothan."

The new secretary-manager succeeds Bailey who resigned late in 1952 to enter private business in Dothan after serving for almost five years with the Chamber.

### Evergreen, Ala. Chamber Names Bob Kendall, Jr.

Bob Kendall, Jr., Conecuh Representative in the State Legislature and prominent Evergreen businessman, was elected president of the newly organized Evergreen, Ala. Chamber of Commerce recently.

C. T. Ivey will serve as vice-president, Lawton Kamplain as secretary and M. B. English as treasurer. Members of the Board of Directors are Vernon Millsap, O. B. Tuggle, Roy Mooror and Ray Canterbury to serve one year; Knud Nielsen, Jr., C. C. Miller, Roy Thomas and Guy Mason to serve two years; B. E. Jones, M. B. English, C. L. Kamplain and C. T. Ivey to serve three years.

Secretary Kamplain said the Chamber now has 120 members who have enrolled and paid dues.

### Castle Joins Foote Mineral As Manager at Kings Mountain

James E. Castle recently joined Foote Mineral Company as Manager of the Lithium Mining and Milling Division at Kings Mountain, North Carolina.

Castle is a graduate of Massachusetts Institute of Technology, the Colorado School of Mines, and a member of A.I.M.E. With a background as a mine and mill foreman at various locations in western U.S.A. and abroad, he became a mining engineer with American Rutile Corporation, Roseland, Virginia, in 1940. From 1943 until joining Foote he was assistant Plant Manager of the Balmat Mill for St. Joseph Lead Company with responsibilities of operations, cost control, personnel relations and engineering.



## Angle Iron Cutter

**The Manco Manufacturing Company, Bradley, Ill.**—A new cutter in their hydraulic Guillotine line for the cutting of angle iron.

The new Guillotine Angle Iron Cutter, according to the manufacturer, cuts with a straight, clean shear and causes no deformation of the angle iron end.



Manco Cutter

The unit is available in portable models with hand-pump hydraulic action for use in field erection work. For production cutting applications, electric hydraulic pumps are available. Capacity of the Guillotine model A-20-B (see cut) is 3" x 3" x 1/4" or 2 1/2" x 2 1/2" x 5/16".

The manufacturer states that Manco Guillotine Angle Iron Cutters do not have to be bolted down or otherwise mounted for operation.

## Permanent Plate Magnets

**Dings Magnetic Separator Co., Milwaukee 16, Wis.**—A more powerful, re-designed line of low-cost, non-electric, permanent plate magnets for removing tramp iron from material carried in chutes, ducts, or on belts is now available in a complete range of sizes.

The new models 1-H and 2-H Dings Perma-Plate Magnets are constructed of larger Alnico blocs of a new design—increasing their magnetic strength by as much as 50%. The new magnets are Mill Mutual approved for Class A and Class B installations. Their magnetic strength is certified and guaranteed for the mechanical life of the unit.

## Wet Blasting Machine

**American Wheelabrator & Equipment Co., Mishawaka, Indiana**—The addition of a new model to its line of wet blasting machines. Known as the Model 30 Liguamette, it is intended for precision cleaning and finishing applications involving small pieces that can be lifted

and handled manually. Some typical applications are in the manufacture and maintenance of small stamping dies, die-casting dies, and drawing dies; in the manufacture and maintenance of glass, plastic, and the smaller rubber molds; the reconditioning of valves, pistons, rods, etc.; reconditioning plant equipment like oil burners; surfacing tools, such as drills, reamers, and taps before and after plating; cleaning oxides from tungsten carbide tips before brazing them to cutting tools; blending different types of finishes on aluminum; removing heat treat scale; de-burring; cleaning out recesses in embossing punches and knurled pressing rollers; and cleaning for general inspection.

## Batching Scale

**Hyddroway Scales, Inc., 20624 W 8 Mile Rd., Detroit 14, Mich.**—A new batching scale for measuring pour-off. The new "Hydroscale" has a reverse reading dial. When a full container is lifted and the pointer takes position, the operator resets the dial so that "0" coincides with the pointer by turning a convenient adjustment control. As the contents are poured off, the pointer retreats, registering directly the amount of decreased weight. No subtraction or computation is necessary. After one pour, the dial may be reset at "0" for the second pour, etc. The dial can be reset to "0" for full 360°.

The scale has wide application in the batching of medium and large quantities of liquids and loose material in the paint, chemical, food, drug, metal casting and other industries.

## Balancing Motor

**Minneapolis-Honeywell Regulator Co., Industrial Division, Wayne & Windrim Aves., Philadelphia 44, Pa.**—A new reversible two-phase balancing motor having a rated speed of 333 rpm (at no-load).

Although specifically designed for use in the firm's line of electronic recording instruments, the new drive motor can be applied to other servomechanisms, remote-control devices, and measuring instruments. It is particularly adapted for incorporation in apparatus requiring positive positioning by means of a 60-cycle low-inertia drive motor that is capable of being operated from an electronic amplifier. When applied to the recorders the 333-rpm motor provides the necessary torque to drive the pen carriage full scale in about 1.8 seconds.

## Power Impact Tools

**The Cornwell Quality Tools Company, 1030 Cleveland Ave., Mogadore, Ohio**—A complete line of power-impact sockets,

extensions, adapters and drivers for use with Ingersoll Rand, Chicago Pneumatic, Independent Pneumatic or any other standard air or electrically powered tool.

Sockets are available in square or hexagonal openings for nut sizes ranging from 3/16 to 3 1/4 inches having drive sizes from 1/4 to 1 1/4 inches. In addition, they can be furnished in both standard and deep lengths. Extensions are available from 1/4 to 1 1/4 inch drive sizes in a wide range of standard lengths. Adapters are obtainable to permit interchanging of sockets with other drive sizes of impact power tools.

## Loading Ramp

**Rotary Lift Co., P. O. Box 2177, Memphis 2, Tenn.**—A completely new, hydraulically operated loading ramp for transfer of materials from loading docks to trucks and trailers.

Called the LEVA-DOCK, this new loading ramp supplies automatic adjustment



Leva-Dock

to truck and trailer beds of varying heights. It compensates 4-ways for out-of-level variances and spring deflections during loading or unloading.

A built-in safety device locks the new LEVA-DOCK automatically in position in case of sudden movement of the vehicle. This new feature was designed to cut down accidents to personnel and materials that have been common on loading platforms.

Sturdy torque-frame construction carries the motor and equipment on the torque-bar for easy access for maintenance purposes. No separate oil reservoir installation is required; costly piping and wiring are eliminated, as well as the delays for maintenance work. The control-switch for each LEVA-DOCK is a separate unit and can be located in any place convenient for operation.

## Magnetic Brakes

**Dings Brakes, Inc., 4740 W. Electric Ave., Milwaukee, Wis.**—Fractional horsepower Dings magnetic brakes for all

(Continued on page 50)

# NEW PRODUCTS

(Continued from page 49)

standard A.C. or D.C. electric motors are now available with torque ratings of 1½, 3, and 5 lbs. ft.

Brakes self-adjust for wear, but critical adjustment of torque can be made for precisely timed stops. Units have thermal ratings of 6, 7, and 8 h.p. seconds per minute, respectively. Molded asbestos friction discs with high heat dissipation keep operation cool. Design eliminates solenoids and mechanical linkages. All brakes equipped with hand release, and mount without dismantling.

Motor and brakes are connected in parallel. When motor starts, energized magnet operates to release pressure on rotating friction discs. Stopping motor de-energizes magnet, freeing pressure plate, which applies firm pressure to friction discs, stopping motor instantly, and holding load.

## Extinguishers

**Walter Kidde & Co., Inc., Fyre Freez Division, New York, N. Y.**—A new line of portable carbon dioxide fire extinguishers. Known as Fyre-Freez, the new portables feature squeeze-type valves and come in five sizes—2½, 5, 10, 15, and 20 pound models. Lower in price than the Company's trigger operated line, they are available nationally through Kidde distributors and jobbers.



Fyre-Freez

The new portables use Kidde lightweight cylinders and the squeeze-type valve requires only normal hand pressure to actuate the extinguisher after the safety pin has been removed. Recharge is easy too. Simply squeeze the valve open to permit the recharge gas to enter the cylinder.

## Pocket-Size Volt-Ammeters

**Pyramid Instrument Co., Inc., Lynbrook, N. Y.**—A series of three pocket-size volt-ammeters, in a range that measures up to 1,200 amperes.

The three Amprobes will particularly interest men involved in the maintenance

of electrical distribution systems and electrical equipment.

Their "snap-around" construction permits these Amprobes to measure current instantly, without being connected to the conductor. The reading can therefore be taken without interrupting the circuit or shutting down equipment, making the following checking jobs much quicker and easier: determining load conditions, checking motor overloads, balancing loads, locating grounds, tracing shorts, checking upon windings in motors, checking voltage losses, checking out controllers, etc.

## Liquid Level Control

**Thermo Instruments Co., 1166 El Camino, Belmont, Calif.**—The new Belmont Level Control provides adjustment of liquid level and cut-in, cut-out differential over very wide limits.

In operation, the new unit consists of the probe which is mounted directly at the location of the controlled liquid; a connecting cable which can be 1,000 feet long if necessary; and the control unit which can thus be located for operating convenience. The two main controls (liquid level and differential) are designed for screwdriver adjustment while a vernier or fine control on liquid level is operated by a panel-front knob.

Standard models operate from 115-volt 60 cps supply while special units are available for 230-volt or 25 cps operation. The snap-action relay included in the unit is rated for 10-amp at 115 and 230 volts. An indicator light in the panel front indicates operation of the relay—burning at full brilliance when the relay is open, at half brilliance when the relay is closed.

## Immersion Heater

**Cleveland Process Co., Cleveland, Ohio**—A new type of heavy duty steel sheathed immersion heater for alkaline bath heating.

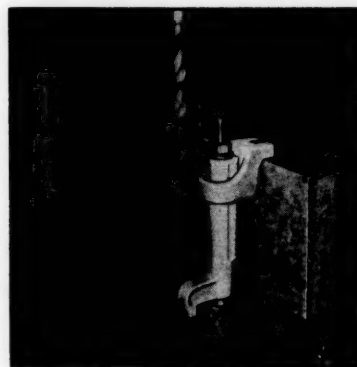
According to the manufacturer, the Clepco-Glorod Series W Immersion Heater is conservatively designed for safe operating temperature of the nickel alloy resistance element which is covered by a quartz body, claimed to be the most uniform and efficient protective conductor of heat. This permits longer service life. Low heat density protects both heater and liquids from damage due to carbonization or "frying."

A sealed, vapor-proof Underwriter's Approved junction box prevents entrance of liquids and vapors. When controlled by a thermostat, units are in operation only for the period of time required to maintain the desired bath temperature.

Units are portable, a single unit can service many tanks and be quickly mounted over the side of the tank, or as in the case of vapor degreasers, screwed into 2 inch threaded holes in the bottom of tanks.

## Clamp

**Clamp-All Co., 895 Montford Rd., Cleveland 21, Ohio**—"One of the most practical time and trouble savers for machine shops" is the claim for the new low-priced Clamp-All, a simple but ingenious device for quickly and securely clamping large or small work on radial drill presses and several other machine



Clamp-All

tools having T-slot beds, according to the Clamp-All Company.

Eliminating the need for make-shift holding gadgets—blocks, bolts, washers, nuts, etc.—the Clamp-All is engineered for quick, easy, safe operation, and provides a rigid, vise-like grip for finest precision work. It holds practically any size or shape which has clamping surfaces within ¼" to 11" from machine bed. Simple adjustment and locking features reduce set-up time, materially increasing production and lowering costs where frequent set-up changes are necessary.

## Air Vibrator

**Cleveland Vibrator Co., 2828 Clinton Ave., Cleveland, Ohio**—A new 2" piston diameter air vibrator.

The Cleveland 2" unit, known as the LSRR air vibrator, is finding wide-spread acceptance as a practical means of eliminating arching, bridging and sticking conditions in bins, hoppers, chutes, flasks, mining cars and other equipment handling granular materials.

Principal feature of the unit is its quick, easy portability. The cast steel male bracket on the 2" LSRR fits snugly into the female bracket and steps up the unloading of materials having a tendency to pack down. The 2" LSRR starts and stops instantaneously and is ideal on applications where one vibrator can serve several bins.



## Mothers and Daughters Doing Fine

**In Her Mother's Footsteps**—"Mother did all right and I hope to do as well," says Telephone Operator Betty Miller. She's shown here with her mother, Mrs. Ruby Miller, a telephone Service Assistant.

**Many work together in telephone offices in communities throughout the country**

It happens over and over again. A daughter sees how much her mother likes her telephone job and decides she would like to work there, too. So in she comes to put in her application.

When daughter follows mother, and brother follows sister, and son follows father, you get a pretty good line on how people feel about the telephone company.

They know from firsthand experience that "it is a good place to work."



**Like Mother. Like Daughter.** Betty Johnson (left) is a Service Order Typist in the same telephone building where her mother, Mrs. Dena Johnson, is Business Office Supervisor. Mrs. Johnson's aunt and cousin are telephone employees, too.



**A Telephone Family.** Mrs. Grace M. Donewald, an Instructor, visits her mother, Mrs. Grace Franks, a Special Commercial Clerk. Her father, a telephone Commercial Engineer, has recently been assigned as a Defense Activities Coordinator.

**BELL TELEPHONE SYSTEM . . . "A Good Place to Work"**



## Foreign Oil

(Continued from page 35)

it would reduce state and local revenues to a point where our schools, police forces, and other activities essential to the public welfare would have to be curtailed."

Referring to her own bill—introduced in February, and a counterpart of the others—Congresswoman Kee in early March said, "The need for such legislation was emphasized last week (March 4) when labor and management representatives of coal, domestic oil, railroads, and small business interests met here in the Nation's capital to formulate ways and means of combatting that imported menace to America's economy and security. The group formed a permanent body, to be known as the Foreign Oil Policy Committee, pledged to support a crusade for freedom from the unfair competition of this waste product of foreign refineries. . . . One of management's delegates to last week's conference frankly stated that—unless the flow is soon checked—the industry cannot be expected to continue its investments in the new machinery and the new mines necessary in a national emergency."

"Mr. Thomas Kennedy, Vice President of the United Mine Workers of America, explained that even if miners 'worked for nothing,' they could still not compete with the cheap foreign fuel oil that is inundating coal's markets on the East Coast of this country. In denouncing the dumping of foreign residual oil as 'a violation of every American concept of fair competition,' he asked that Congress take immediate action against this practice in order to protect the Nation's miners and affiliated groups."

Then—in mid-March—Congressman Byrd told his colleagues in the House, "The time has come when we must pursue not a policy that is detrimental to the economy of this nation and which impairs its strength while enriching other nations but a policy that will strengthen our beloved country by assuring development of its own oil and coal—the basic energy sources on which

we must pin our hopes if war comes. And who is there to say that the hour is not already near at hand?"

In concluding the plea for passage of his bill, Congressman Byrd declared, "I hope that the Congress will act quickly to stop the flood of cheap residual which is reaping havoc within our midst."

He had previously stated that in seven years what he called "havoc" included loss of 21,086,000 man-days to miners, a gross revenue deficit of \$671,000,000 for the coal industry as a whole, and a cumulative loss of railroad freight revenue in excess of \$335,000,000, as well as a loss of \$41,500,000 in wages to railroad workers during the past year alone.

Other Southerners who are active in the campaign to drastically restrict imports of foreign residual oil include C. A. Hamill, Huntington, W. Va., President, Sycamore Coal Company, and a member of the Executive Committee of the new Foreign Oil Policy Committee; Rolla D. Campbell, also of Huntington, counsel for Island Creek Coal Company, who is a member of the National Coal Association's Committee on Natural Resources; James D. Francis, another Huntingtonian, President, Powellton Coal Company, who serves on the same NCA committee; and F. S. Baird, Roanoke, Va., Vice President of Norfolk and Western Railway Company and Executive Committeeman of the Foreign Oil Policy Committee.

Field workers in this fight against foreign residual oil imports include Mr. Baird, who is also serving NCA as one of its 13 district program coordinators directing the campaign at local levels; H. S. Homan, Knoxville, Tenn., Executive Secretary, Southern Appalachian Coal Operators Association; Truman E. Johnson, Fairmont, W. Va., Secretary, Northern West Virginia Coal Association; H. C. Moore, Madisonville, Ky., President, Kentucky Coal Agency, Inc.; William B. Sturgill, Hazard, Ky., Secretary, Hazard Coal Operators Association; and Walter R. Thurmond, Charleston, W. Va., Secretary, Southern Coal Producers Association. Messrs. Homan, Johnson, Moore, Sturgill, and Thurmond, all serving as district coordinators, reportedly will welcome assistance from Southern businessmen and industrialists.

## The Top Level

(Continued from page 36)

In short, such a committee is a clearing house where all matters of prime importance are discussed and complete agreement is reached. This eliminates future friction among the various divisions. In addition to this regular committee meeting we call in the six district sales managers at periodic intervals to promote harmony with forces in the field. These top field men meet with top management and discuss conditions existing in the field. Production and financial executives are thus completely advised. Criticism prone to occur when they are not so informed is thereby eliminated.

In all these meetings the Vice President in Charge of Sales takes a very active part. If he performs properly, he has a give-and-take attitude that accomplishes the common goal of complete cooperation.

The good sales executive not only sells the product, but sells fellow executives within the organization on the extreme importance of working in harmony at all times.

## International Minerals Expanding Operations

International Minerals & Chemicals Corporation will build a factory for the production of complete plant food mixtures at Clarksville, Tennessee, Maurice H. Lockwood, vice president in charge of the corporation's Plant Food Division, announced late last month.

The new factory will be situated on a 32-acre tract north of Clarksville, facing U. S. Highway 41 and extending east to the Tennessee Central Railroad. Construction will begin immediately.

"Consumption of plant foods in Tennessee and Kentucky has shown a substantial increase during recent years, and even greater increases are indicated for the future to provide high yields of such regional crops as tobacco, corn, grains, grasses and legumes," Mr. Lockwood said.

"The new plant at Clarksville will provide additional plant food in the area and will place International in a better position to supply its present customers as well as to serve a more extensive part of western Tennessee and western Kentucky."

The two states are currently being served by International from Plant Food Division factories in Cincinnati, Ohio; Somerset, Kentucky; Greeneville, Tennessee; Florence, Alabama; and Tupelo, Mississippi.

The Plant Food Division of International is beginning construction on an addition to its factory at Somerset, Kentucky, that will more than double the factory's original size.



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## Edison Electric Honors Alabama Power Company

Alabama Power Company was awarded honors at the annual sales meeting of the Edison Electric Institute. For the third successive year it received one of the Frank Watts Awards given by the Farm Journal for activities in stimulating productive use of electricity on farms. The company was adjudged first for its activity in this field in 1952.

Also for the third successive year, one of the company's home service advisors received one of the Laura McCall Awards, sponsored by McCall's Magazine, to give public acknowledgment to outstanding home service work. The award this year was won by Mrs. Ruth Hicks, Gadsden, for her aid in establishing a nursing school at the Alabama School of Trades and giving the nursing students a course in home economics.

Recently Alabama Power Company was designated by the National Safety Council as the leader in accident prevention among the 18 largest utilities reporting to the National Safety Council. Alabama Power Company's record was only 1.45 disabling injury accidents per each one million man-hours worked during 1952.

## C&P Telephone Authorizes \$8,180,000 Expenditure

Expenditures of \$8,180,000 for the improvement and expansion of telephone facilities in Maryland were authorized March 30 by the board of directors of the Chesapeake and Potomac Telephone Company of Baltimore City.

These expenditures bring the total approved for new telephone construction in the state thus far this year to \$11,512,000.

The major portion of the total approved at today's meeting was \$3,695,000 which will be allocated to a large number of projects involving expenditures for the construction and replacement of telephone plant in Maryland during the second quarter of 1953.

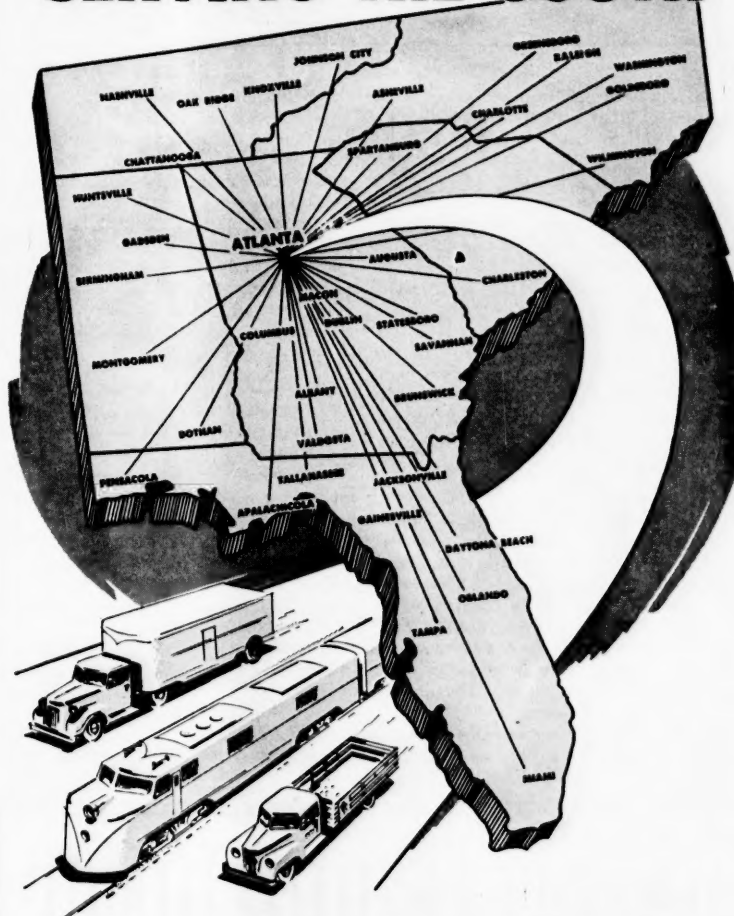
## Southern Paperboard Expands Mill Capacity

The Southern Paperboard Corporation at Port Wentworth, Georgia, has started on a major expansion program. By use of the high yield process this expansion is scheduled to increase substantially the mill's capacity.

In order to provide sufficient pulp for this increased production, additions are also necessary to the pulp mill and include one new boiler, a turbine, three digesters and a new refining capacity.

The J. E. Sirrine Company of Greenville, South Carolina, are engineers for the project. General Contractors are the Daniel Construction Company of Greenville, South Carolina and Birmingham, Alabama. Both firms performed similar work on the original mill completed in 1948.

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WAREHOUSE DIVISION

**Atlantic Steel Company**

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## FINANCIAL NOTES

**Life Insurance Company of Georgia** gained \$105,620,052 life insurance in force during 1952 . . . the greatest gain in its 61-year history. Assets also showed a record gain of \$13,111,648.

These gains put the total in force at \$927,584,863 and total assets at \$79,869,639. Investment earnings rate moved up 22 points to 3.21 per cent. Payments to policyholders were \$9,708,067, up \$374,633. Premium income was \$42,309,385, an increase of \$2,347,135.

New business issued amounted to \$325,142,996. Of this, \$264,184,399 was Weekly Premium and \$60,958,597 was Ordinary. This put the Weekly Premium in force at \$755,970,626 and Ordinary at \$171,614,237.

The annual report of **St. Regis Paper Company** and consolidated subsidiaries for the year ended December 31, 1952, shows net sales of \$182,712,239, compared with \$195,955,617 in the preceding year. Net income amounted to \$12,701,977, equal after preferred dividends to \$2.32 a share on the common stock outstanding, against \$16,796,034, equal to \$3.11 a share, in 1951.

One factor in the decrease in earnings, the report states, was the considerably

smaller non-recurring profits items last year as compared with 1951. Reference is also made to the adverse influence on earnings of increased costs. After indicating that customers' decisions to reduce inventories were a chief reason for lower sales volume in 1952, the report adds that demand increased in the second half of last year, "and present indications are that 1953 will be another favorable year, with demand and production capacity in normal balance."

More people purchased more electricity from **Carolina Power & Light Company** last year than ever before, according to the company's 1952 annual report.

The result was more money spent, more borrowed, more earned and more paid out in taxes. As usual, the Tax Collector got the biggest dividend, with federal income tax taking the most.

Taxes for 1952 totaled \$10,686,037, compared with \$4,908,767 in cash dividends to stockholders.

Growth was the word for 1952—growth in customers, in service area, in generating plants and in the use of electric power.

Consumption per residential customer—regarded as an index of living stand-

ards—rose to the all-time high of 3,061 kilowatt hours, compared with the national average last year of 2,175. CP&L's rate to the residential customer averaged 2.2 cents per kilowatt hour, compared with the national average of 2.76.

A total of 345,303 customers were listed at the close of 1952, compared with 274,121 the previous year.

A decline in **Norfolk and Western** gross income of over eleven million dollars, or five per cent, in 1952 over 1951 was attributed in the railway's 1952 Annual Report largely to the long steel strike, lesser demand for export coal and intermittent stoppages in coal production.

The road reported gross income of \$208,959,849 and a balance of income, after deduction of operating expenses, taxes, sinking funds and other charges, of \$28,149,344. Balance of income decreased four per cent over the previous year.

Bituminous coal tonnage, which accounted for 72.47 per cent of all freight tonnage, was 46,496,000 tons, or 11.8 per cent less than 1951. The volume of other freight declined 7.2 per cent but the revenue of \$70,883,748 represented an increase of four per cent for a new high for freight traffic other than coal because of a rate boost granted railroads by the Interstate Commerce Commission in April, 1952.

The ratio of operating expenses to operating revenues rose from 66.92 per cent in 1951 to 70.83 per cent in 1952. The report attributed this rise in operating ratio to higher labor and material costs and to interruptions in operations, due principally to the strikes in the steel industry.

Passenger revenues were down ten per cent to \$5,477,640 and mail, express and miscellaneous revenues were off three per cent to \$9,427,620.

The report noted that expenditures during the year for property improvement and equipment amounted to \$28,834,000. This brought the total of such expenditures, completed or authorized since 1945 to over two hundred and six million dollars, all made from the Norfolk and Western treasury.

Maxwell M. Upson, chairman of the board, and Wm. V. McMenimen, president, **Raymond Concrete Pile Company**, international foundation and heavy construction firm, New York, reported to stockholders net earnings in 1952 of \$2,576,273 or \$6.60 per common share. On a comparable basis, 1951 earnings were \$2,659,615 or \$6.81 a share, after adjustment for increased number of shares resulting from conversion of remaining preferred stock early in 1952. Common dividends of \$3.50 a share, largest in the company's history, were paid in 1952. This marked the sixth consecutive year that the company has increased the dividend distribution per share.

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Phone South 3610

## DuPont Opens \$40,000,000 Dacron Plant at Kinston, N. C.

The du Pont Company's \$40,000,000 plant for the manufacture of "Dacron" polyester fiber started production at Kinston, N. C., on March 23rd.

The first of six production units went into operation at the plant built on a 635-acre tract along the Neuse River in the heart of this North Carolina tobacco country. The initial unit is producing "Dacron" in staple and tow forms.

The five additional production units are expected to be in operation by the end of 1953, the Textile Fibers Department announced. The production goal is an annual capacity of 35,000,000 pounds of staple and continuous filament "Dacron" fiber.

Meanwhile, the department said that the experimental staple production unit for "Dacron" at Seaford, Del., is being shut down. However, production of continuous filament yarn will continue on a small experimental unit at Seaford until the new plant is ready to make this type yarn.

W. E. Gladding, manager of the Kinston Plant, said the poundage of the first staple production line at Kinston would approximate that of the operations at Seaford. Seaford, site of du Pont's first nylon plant, has been operating an experimental production line for manufacturing "Dacron" staple since last fall.

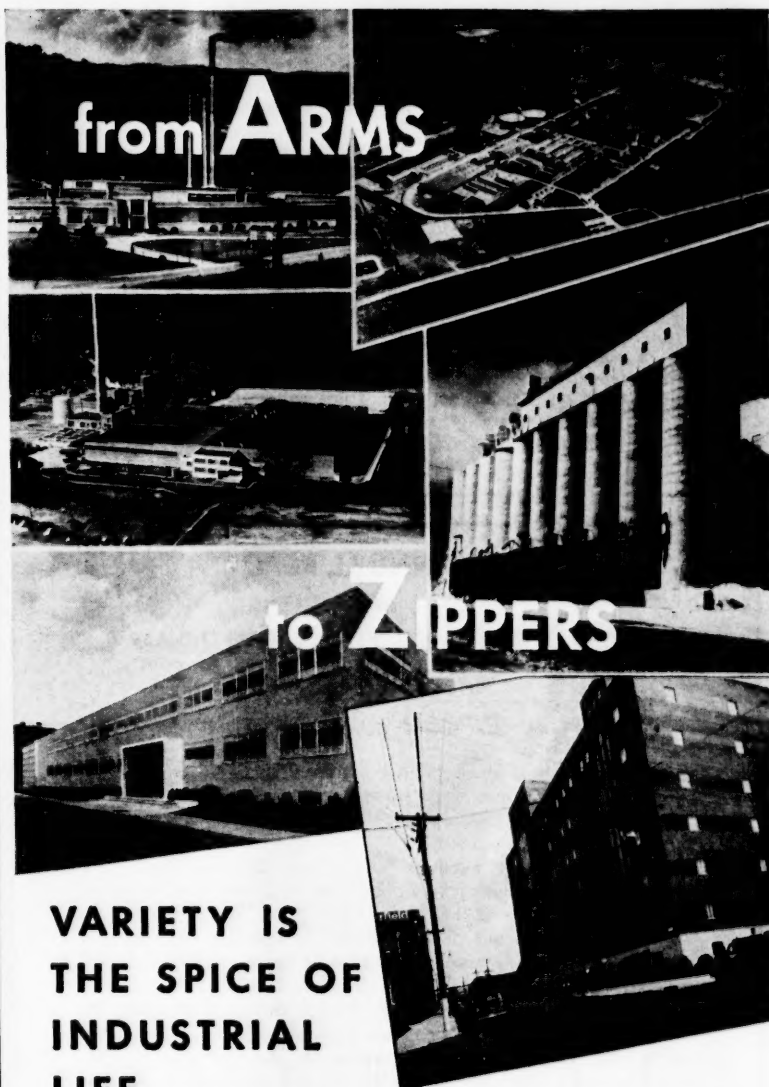
Mr. Gladding said the five additional production units at Kinston are still in varying stages of construction, with the completion dates for each not yet established.

"Production volume at Kinston will gain as these units are completed," Mr. Gladding said. "Right now we are producing a brand new fiber, only a few years out of the test tube, in a brand new plant."

## Marietta Concrete To Build New Plant at Hollywood, Fla.

The Marietta Concrete Corporation, Marietta, Ohio, one of the country's leading producers of precast concrete products, announced recently, the incorporation of The Marietta Concrete Corporation of Florida. The new plant will be located at Hollywood, Florida. F. L. Christy, president of The Marietta Concrete Corporation, will head the new Florida firm.

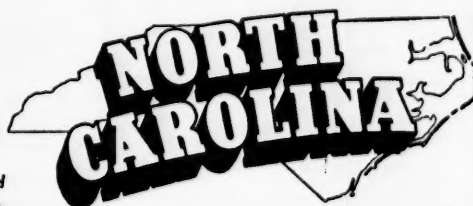
The plant will manufacture mortarless concrete block, precast concrete wall panels and farm and industrial silos. The design plans have been completed by Overend & Boucher, architects, of Wichita, Kansas, in cooperation with Marietta Concrete Corp. engineers, and construction is expected to start immediately. The new plant will have an authorized capital of \$250,000. When completed, it is expected that the Florida plant will employ 200 production workers, including key men from the Marietta, Ohio, at first.



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buildings and other information,  
communicate with

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, RALEIGH, N. C.



## Rust To Build Plant For Newport Industries

The Rust Engineering Company, of Pittsburgh and Birmingham, has been awarded a contract for the construction of a new tall oil processing plant for Newport Industries, Inc. at Bay Minette, Ala.

Newport has been engaged in the processing of tall oil at Bay Minette since 1948 and the new plant will provide capacity for anticipated additional demands for the products now manufactured and capacity for a number of new products developed in the Company's Research Laboratory in recent years. Newport operates plants at Florida, Alabama and Louisiana for the production of wood naval stores from pine stumps, with

headquarters at Pensacola, Fla. The new plant marks an expansion of Newport's diversification program begun several years ago. Raw material from kraft paper mills in the area will be processed into a number of products used in the manufacture of soap, lubricants, resins, paints and for other industrial uses.

The estimated cost of the plant is \$2,700,000 and construction work has already started.

## Georgia Power Company Had Record Year in '52

Georgia's sustained industrial development, increased commercial activity and a more widespread use of electric power in its homes, resulted in a record year of business for the Georgia Power Com-

pany, according to the company's annual report to stockholders.

Signed by Dan MacDougald, chairman of the board of directors, and Harlee Branch, Jr., president, the report stated that kilowatt hour sales, gross revenues, number of customers served and expenditures for new construction all reached the highest figures in the company's history.

A total of 121 large and small manufacturing plants were connected to the lines of the company last year. These new industries represent a capital investment of more than \$44,000,000. In full operation they employ over 5,200 workers and have a combined annual payroll of nearly \$19,000,000.

This increased industrial activity was reflected in the sale of power to industrial customers. In 1951 the company sold 2.31 billion kilowatt hours to industries. The 1952 figure of 2.39 billion showed an increase of 80 million kilowatt hours.

The total number of customers served by the Georgia Power Company increased by more than 26,000 during 1952, and in October the half-millionth customer was connected to the company lines.

Revenues from the sale of electricity increased from \$71,600,000 in 1951 to \$78,387,000 in 1952, an increase of 9.4 per cent.

## Arkansas Power & Light Cited as Outstanding in '52

"The ability of its leadership to imagine big" was credited by a General Electric official March 26 as a major factor in the citation of Arkansas Power & Light Company as one of the nation's five outstanding power companies in 1952.

G. F. Maughmer, Mid-States District Manager for GE at St. Louis, presented the Coffin Citation to AP&L president R. E. Ritchie in ceremonies at Little Rock recently.

AP&L got the citation as a candidate for the Charles A. Coffin Award, presented annually by Edison Electric Institute to the nation's outstanding power company. Judges will announce their decision in July.

"You've imagined big enough, and kept your power expansion ahead of Arkansas' amazing growth," Maughmer told AP&L officers and directors. "From 1913, when that little company was founded by Harvey Couch to serve two towns, AP&L has struggled and prospered because of big ideas and big dreams. Just as your vision in earlier years is reaping awards today, your plans and foresight of a better tomorrow will surely continue the remarkable gains by Arkansas in the past ten years."

## Southern Pacific Orders Seven Hundred Gondolas

The Southern Pacific Railroad has placed an order for 500 gondolas with the American Car & Foundry Co. to be built at the Berwick, Pa., freight car plant.

## 126TH ANNUAL REPORT of THE BALTIMORE AND OHIO RAILROAD CO. HIGHLIGHTS OF THE YEAR 1952:

Net income of \$27,308,828 was substantially larger than net income for 1951.

For the first time since 1931, a dividend was paid on the common stock, at the rate of 75 cents per share. For the third consecutive year, a full dividend of \$4.00 per share was paid on the preferred stock.

Railway operating revenues for the year dropped by 1.91%, but increased efficiency brought operating expenses down by 4.04%, compared with 1951.

Thus, 6.17 cents out of each dollar of revenue were carried down to net income, compared with 4.24 cents in 1951 and with only 1.93 cents in 1949.

Tax accruals of 7.87 cents out of each dollar of revenue, for 1952, exceeded net income, as has been the case for some years.

The average number of employees for the year was 53,732, and the total payroll cost was \$240,693,550, an average per employee of \$4,480.

\$38,227,183 was spent during the year for improvements and new equipment.

### STATISTICAL SURVEY

Income:	Year 1952	Comparison With 1951	
		Increase (+)	Decrease (—)
From transportation of freight, passengers, mail, express .....	\$424,871,423	—\$ 7,664,136	
From other sources—interest, dividends, rents, etc. ....	27,280,773	— 219,544	
Total Income .....	\$452,152,196	—\$ 7,883,680	
<b>Expenditures:</b>			
Payrolls, materials, fuel, services and taxes .....	\$386,361,424	—\$15,635,974	
Interest, rents and miscellaneous services .....	38,481,944	— 404,826	
Total Expenditures .....	\$424,843,368	—\$16,040,800	
<b>Net Income:</b>			
For improvements, sinking funds and other purposes .....	\$ 27,308,828	+ \$ 8,157,120	

R. B. WHITE, President



## BUSINESS NOTES

J. C. Rector, Sales Manager, Insulation Division, Philip Carey Manufacturing Company, Cincinnati, Ohio, announced recently the appointment of **Taylor-Seidenbach, Inc. of New Orleans, Louisiana, and Taylor-Seidenbach Co., Inc. of Shreveport Louisiana** as Approved Distributor and Contractor for **Carey Asbestos and Magnesia Insulation Products** effective March 1, 1953.

The Taylor - Seidenbach Company, known for service and workmanship during the past 28 years, will carry complete stocks of such well known Carey products as Super-Light, Tempchek, Hi-Temp #19, Careycel, MW-50 Insulating Cement, Careyduct, Asbestos Paper and Board.

Mr. **Ralph E. Knowles**, formerly Works Manager, Armament Division, has been appointed Division Manager, at Cincinnati, succeeding **Mr. Harry C. Levenson**, resigned, of U. S. Electrical Tool Div., of the **Emerson Electric Mfg. Co.**

The United States Electrical Tool Co., was acquired by Emerson-Electric on November 1, 1952.

Mr. Knowles has been associated with the Company for 35 years, serving in various capacities in the production department.

Two executives of **American Steel & Wire Division** have been promoted to new posts, it was announced by Van H. Leichter, vice president of operations of this division of **United States Steel Corporation**.

In the moveup, **Richard R. Snow** has been named assistant to vice president of operations with headquarters in Cleveland, and **John P. Debri** has been appointed general superintendent of the Wire Division's Joliet (Ill.) plant.

Bethlehem Strainers, Catalog 331, **Bethlehem Steel Company**, 24 pp. 8½ x 11 in.

Bethlehem strainers are designed for removing specific impurities held in suspension in oil and water lines and in systems carrying acids, alkalies, organic chemicals, food products, vegetable oils, dye liquors, asphalt, creosote, and tar. They are also used on practically all types of naval and merchant vessels. Eight different designs are listed, both simplex and duplex, and a variety of baskets for both types. Information is also given on Bethlehem oil heaters.

**Raymond C. Gintert**, superintendent of hot mills at **Republic Steel Corporation's** Warren District operations from 1937 to 1946, will return to Warren as Republic's district manager, according to W. M. Kelley, Vice President in charge of Operations.

A Trumbull County native, Mr. Gintert succeeds the late **Frank E. Flynn**, district manager for 17 years prior to his death on February 19.

## Port of Palm Beach Handles First U. S. Kenaf Shipment

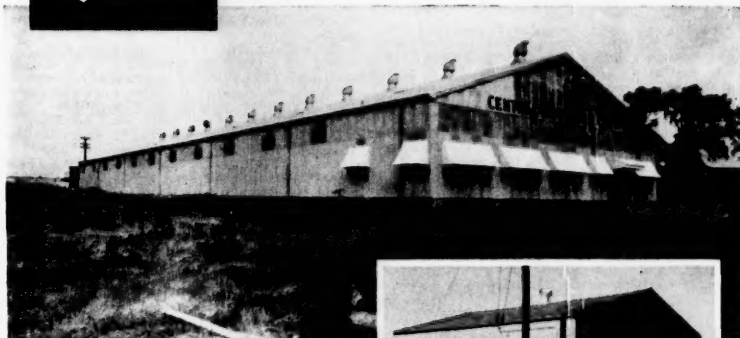
The Port of Palm Beach has entered the ranks of "Official Firsts." On March 23rd the first cargo of Kenaf ever to be exported from the U. S. was loaded aboard the De la Rama Lines' S/S "Dona-Nati" bound for Manila, P. I. There were 322 short tons of it, about 1,100 bales, along with 28 tons of new processing machinery. Florida grown Ramie has been exported from Tampa to Japan and Europe, but never has Kenaf, a similar but inferior fibre, been shipped out of the U. S.

Arrangements were recently completed by Port Traffic Manager George M. Antell of the Port of Palm Beach and Ralph J. Blank, V. P. of the American Kenaf and Ramie Corp. The Port's expansion program, deeper channel, new warehouses and docks, now going on, made it possible to bring the "Dona-Nati" a 505 ft. 7,356 gross ton vessel flying the Philippine flag into the fast expanding port to lift its brand-new cargo.

Kenaf, a superior substitute for jute and used to make burlap bags, rug backing, camouflage cloth, quality threads and twine, is grown from seed in the Everglades section of lower Florida about 35 miles west of the Port of Palm Beach.

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## ARMCO STEEL BUILDINGS



# New Plants

(Continued from page 14)

**CHARLOTTE**—The Henry Walke Co. let contract to G. E. Vinroot Construction Co., 233 N. Independence Blvd., at \$20,949, for building alterations and additions; Sloan & Wheatley, Archts.

**HIGH POINT**—The Fox Paper Co. of Lockland, Cincinnati, Ohio, planning doubling facilities; Hunter Coal & Ice Co., D. W. Hunter, has construction contract at \$50,000.

**HIGH POINT**—Kayby Hosiery Mill of North Carolina, Inc., to install new hosiery mill, 1509 English St.

**LEAKSVILLE**—Union Carbide & Carbon Corp., John M. Morehead, New York, N. Y., to start work this year on \$30,000,000 plant.

**LEAKSVILLE**—SPRAY—Central Telephone Co. let \$75,012 contract to King-Hunter, Inc., 910 E. Market, Greensboro, for building; Macklin & Stinson, Winston-Salem, Archt.

**STANLEY**—Talon, Inc., Meadville, Pa., let contract to R. H. Pinnix, Commercial Bldg., Gastonia, for \$300,000 plant.

**WOODLAND**—Talon Co., Meadville, Pa., let contract to Carroll Daniel Construction Co., Box 435, Gainesville, Ga., for building.

## OKLAHOMA

**OKLAHOMA CITY**—Oklahoma Gas & Electric Co. plans doubling capacity of Mustang Generating Station; construction expenditures for 1953 to be \$11,300,000.

**PRYOR**—Midwest Carbide Corp., Louis F. Loutrel, Pres., New York, N. Y., plans multi-million-dollar plant in Grand River Dam Authority industrial area.

**PRYOR**—Missouri-Kansas-Texas Railroad, St. Louis, Mo., to lay new track to plant site of Midwest Carbide Corp. in Grand River Dam Authority industrial area.

**PRYOR**—Oklahoma Natural Gas Co., Tulsa, plans laying pipeline to plant site area of Midwest Carbide Corp. in Grand River Dam Authority industrial area.

## SOUTH CAROLINA

**CHARLESTON**—Hughes Motors, Inc., has NPA approval for \$45,000 sales-service building.

**CHARLESTON**—West Virginia Pulp & Paper Co., 230 Park Ave., New York, N. Y., let contract to Tidewater Construction Co., Norfolk, Va., for \$3,000,000 semi-chemical pulping addition.

**FLORENCE**—Alma Trailer Co., James E. Ryan, Pres., Alma, Michigan, plans \$1,000,000 plant.

**GAFFNEY**—Freezer Shirt Corp. received \$162,000 bid from Sossamon Construction Co. for building; Buck Thorn, Archt.

**GAFFNEY**—Gaffney Manufacturing Co. let contract to Flske-Carter Construction Co., 200 Dunbar St., Spartanburg, at \$26,117 for building.

**GREENVILLE**—Jeff Hunt Machinery Co. has NPA approval for distribution plant, \$189,761.

**GREENVILLE**—Southern Worsted Mills, Inc., plans mill addition; Lockwood-Greene Engineers, Inc., 922 Montgomery Bldg., Spartanburg, Archts.-Engrs.

**GREEN**—Bishop Motor Co. received bid from Cromer & Sullivan Construction Co., 508 Fair St., Anderson, at \$64,158, for building; John M. Lambert, Jr., Anderson, Archt.

**LAKE CITY**—Wentworth Mfg. Co. let contract to C. B. Askins & Co., 208 Blanding St., at approx. \$90,000 for plant addition.

**LANCASTER**—Lancaster Motor Co. has NPA approval for \$40,000 repair shop.

**ROCK HILL**—Rock Hill Printing & Finishing Co. let contract to ABC Ditching Co., Columbia, at \$49,242, for pipeline work.

**SPARTANBURG**—General Baking Co., New York, N. Y., acquired Becker's Bakery; plans new \$1,000,000 plant.

## TENNESSEE

**TENNESSEE**—Tennessee Gas Transmission Co. announces plans for construction in 1953.

**TENNESSEE**—The Wheland Co., Chattanooga, plan \$70,000,000 plant in Chattanooga area; Giffels & Vallet, Inc., Marquette Bldg., Detroit, Mich., Archts.-Engrs.

**CALHOUN**—Bowaters Southern Paper Corp. sold \$37,500,000 in bonds to J. P. Morgan Co., Inc. Construction underway on \$52,000,000 paper plant.

**CHATTANOOGA**—Combustion Engineering-Superheater Corp. let contract to Mark K. Wilson Co., Chamberlain Bldg., for office and locker room building, Header Shop.

**CHATTANOOGA**—Tennessee Egg Co. plans \$250,000 expansion and improvement program.

**COLUMBIA**—Shea Chemical Co. plans doubling plant's capacity.

**DYERSBURG**—Forcum-James Co., C. B. Ford, to rebuild plant destroyed by fire.

**MARYVILLE**—City approved issuance of a \$200,000 bond issue for new garment factory for Tennessee Textile Co.

**MEMPHIS**—Chip Barwick Chevrolet Co., 740 Union Ave., let contract to Allen Brothers Construction Co. for alterations and additions to Parts Department; Charles S. Peete, Goodwyn Institute Bldg., Archt.

**MEMPHIS**—J. Goldsmith & Sons Co. has NPA approval for \$47,045 parking garage.

**MEMPHIS**—Grace Chemical Co., Wm. P. Gage, Pres., recently formed subsid. of W. R. Grace & Co., selected Foster Wheeler Corp., 165 Broadway, New York, N. Y., to complete \$19,000,000 nitrogen plant.

**MEMPHIS**—Marquet Cement Co. gave general contract to S. & W. Construction Co., 2630 Midland, for warehouse and silo; Johnson & Johnson, Archts.

**MEMPHIS**—Memphis Light, Gas & Water Division received bid from K. P. Farnsworth Co. for gas service center; Everett Wood, Memphis, Archt.

**MEMPHIS**—Mid-South Chemical Co. let contract to Dougherty-Liddell Construction Co., 1360 E. McLeMore, for office.

**MEMPHIS**—Union Realty Co. has NPA approval for \$214,000 storage building.

**MEMPHIS**—Union Realty Co. has NPA approval for \$463,000 warehouse.

**MILLINGTON**—Millington Telephone Co. let contract to Southern Builders for office building; Walter W. Aschlag, Archt.

**NASHVILLE**—Crane Co., J. L. Holloway, Pres., plans \$28,000,000 plant to produce titanium sponge.

**NASHVILLE**—Western Electric Co. to construct \$1,000,000 plant on 12-acre site on N. C. & St. L. Railroad.

**SAVANNAH**—American Wheel Chair Co., Chicago, Ill., inspecting site for factory building to cost between \$125,000 and \$175,000. Savannah City Commission expected to vote for referendum on issuance of \$200,000 revenue bonds to finance construction.

## TEXAS

**TEXAS**—Tennessee Gas Transmission Co. announces plans for construction in 1953.

**TEXAS**—Texas Eastern Transmission Corporation let contract to Williams Brothers of Tulsa, Okla., for pipeline from Polk County to Shelby County, Tex.

**TEXAS**—Texas Eastern Transmission Corporation let contract to Associated Pipe Line Contractors, Inc., Houston, for pipeline from Laraca County to Waller County.

**TEXAS**—Wilcox Trend Gathering System, Inc., Dallas, let contract to H. B. Zachry Co., San Antonio, for pipeline from Duval County to DeWitt County. Contract to Brown & Root, Inc., Houston, for compressor station near Thomaston, Tex.

**ABILENE**—Graybar Electric Co., Inc., plans \$85,000 warehouse and office building, South Treadway; Tucker & Lindberg, 155 Cedar St., Archts.

**ABILENE**—Mead's Bakery, E. P. Mead, Pres., 910 Butternut, let contract to M. L. Vaughn, Sr., 333 Highland Ave., for \$475,000 plant; Tucker & Lindberg, 155 Cedar St., Archts.-Engrs.

**AMARILLO**—Amarillo Cotton Oil Co., 401 N. Grand, let contract to L. C. Tschudy Co., 700 N. Fairfield, for warehouse addition.

**ATHENS**—Olive & Myers Furniture Mfg. Co., Horace D. Spall, Pres., 2220 Young St., Dallas, plans manufacturing plant; George L. Dahl, 2101 N. St. Paul St., Dallas, Archt.

**BEAUMONT**—White Blue Print Co., Frank E. White, Pres., 320 Fannin St., plans shop building, Travis St. bet. Tevis & Hickory Sts.

**BEAUMONT**—Standard Sulphur Co. construct \$450,000 plant at Damon Mound.

**CALALLEN (Near)**—Central Power & Light Co. received \$64,017 bid from H. B. Zachry Co., Construction Div., P. O. Box 2570, San Antonio, for Lon C. Hill Power Plant control building.

**CLEBURNE**—Harris Pine Mills let contract to Robert Steel Building & Supply Co., Fort Worth, for \$100,000 one-story building.

**CORPUS CHRISTI**—Boggs Motor Co., 101 Shoreline Drive, let contract to Lawless & Alford, Inc., P. O. Box 1248, at \$20,839, for building foundation, cor. Palm Drive & Leopold St.; Walter Wilde and Vernon Smith, 1733 S. Brownies St., Archts.

**DALLAS**—J. I. Case Co., Racine, Wis., let \$400,000 contract to J. E. Morgan & Sons, P. O. Box 6029, for office and warehouse building, Hines Blvd.

**DALLAS**—Chance-Vought Aircraft, P. O. Box 5907, received bids for office building No. 2 alterations and additions; Wiltshire & Fisher, 5217 Ross Ave., Archts.

**DALLAS**—Bearing Chain & Supply Co., 2826 Elm St., propose warehouse and office building; Joe Gordon, 4425 Greenville Ave., Archt.

**DALLAS**—Industrial Sales & Service let contract to W. Earl King, 1437 Caddo St., at \$29,072, for warehouse and office building, 6302 Wyche Blvd.; George W. Edwards, 1509-A Cochran St., Archt.

**DALLAS**—Market Distributing Co., 504 S. Pearl Expressway, let contract to Foster-Kaplan, 152 Leslie St., at \$55,600, for cold storage building, Preston & Eureka Sts.; Ed Williamson, 3226 Maryland St., Archt.

**DALLAS**—Southern Pacific Co. plans modern switching yard and purchase of 100 diesel locomotives, \$43,000,000.

**DALLAS**—Village Cadillac, Inc., W. B. DeSanders, Pres., plans \$250,000 sales building, 5460 Preston Road; Prinz & Brooks, 1330 N. Industrial, Dallas, Archts.

**DUMAS**—Celanese Corporation of America, 180 Madison Ave., New York, N. Y., granted certificate of necessity by DPA for \$14,000,000 chemical plant.

**FORT WORTH**—Lennox Furnace Co. let contract to R. H. Owens, Box 11174, at \$100,000, for one-story office building; C. E. Armstrong, Archt.

**FORT WORTH**—Texas Electric Service Co. plans 3-year construction program at \$70,000,000.

**HOUSTON**—American Smelting & Refining Co., Federated Metals Division, 9000 Market St. Road, received bids for Facilities Building.

(Continued on page 60)



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Genuine Pocahontas from McDowell County, W. Va., on the Norfolk & Western Railway.



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**Docks for Ocean Vessels**



**American Creosote Works, Inc.**

New Orleans, La.

Plants at New Orleans; Winnfield, La.; Louisville, Miss.;  
Jackson, Tenn.



## New Plants

(Continued from page 58)

ing; Baldwin N. Young, Mellie Esperson Bldg., Houston, Archt.

**HOUSTON**—The Bowen Co. of Texas, 2429 Crockett St., let contract to Cook Construction Co., 5104 Oak, for office building; Harvin C. Moore, 2006 West Alabama, Archt.

**HOUSTON**—General Bronze Corp., Garden City, New York, plans assembly plant, Mykawa Road.

**HOUSTON**—Phillip Carey Mfg. Co., J. R. Duffey, Plant Controller, Post Oak Road and Hempstead Highway, plans \$5,000,000 expansion.

**HOUSTON**—International Business Machines Corp., 1620 Main St., office building, Main & McGowan Sts.; Charles & Baer, 1200 Bissonnet, Archts.

**HOUSTON**—Magnet Cove Barium Corp., 5001 Richmond Road, received bids for \$300,000 to \$400,000 for office and laboratory building on Buffalo Speedway near West Alabama; George Pierce-Abel B. Pierce, 4511 Kyle St., Archts.

**HOUSTON**—Oil Well Supply Co. let contract to Ramco Engineers & Builders, 3908 Lemmon Ave., Dallas, for office and warehouse building, 6100 block Clinton Drive; R. A. McGarry & Assocs., 3908 Lemmon Ave., Dallas, Archts.-Engrs.

**HOUSTON**—Pacific Valves, Inc., Chester Steinberger, Vice-Pres. and Gen. Mgr., Sterling Bldg., plans \$1,000,000 plant, 12th St.

**HOUSTON**—Shell Oil Co. plans distillation plant.

**HOUSTON**—Southern Pacific Railroad Co., 913 Franklin, plans \$6,000,000 switchyard.

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**HOUSTON**—Tennessee Gas Transmission Co., Commerce Bldg., plans laboratory building, bet. Rice Ave. & 6th St.; Cowell & Neuhaus, 2303 LaBranch, Houston, Archt.

**LUBBOCK**—Westwood Corp., Gorman Silen, Pres., plans \$200,000 remodeling of plant, Avenue S at Erskine Road.

**MIDLAND**—Southwestern Bell Telephone Co., K. A. Ganssle, Engr., 308 S. Akard St., Dallas, let contract to Houston Hill, Inc., Box 396, for alterations and additions to dial office building.

**MISSION**—Southwestern Bell Telephone Co., Dallas, let contract to J. L. Ray & Son, Box 70, for dial building.

**ODESSA**—West Texas Gas Co. let contract to Carl E. Maxey, P. O. Box 108, at \$114,000, for commercial building; Archeson & Atkinson, 204 Sanford Bldg., Lubbock, Archts.

**ORANGE**—The Spencer Chemical Co. announced plans for \$10,000,000 plant.

**PORT NECHES**—Jefferson Chemical Co. let contract to Herman Weber, 800 N. Pearl, Beaumont, for cafeteria and additions to locker building; Golemon & Rolfe, Bowie Bldg., Beaumont, Archts.

**SAN ANTONIO**—Southwest Acceptance Co., Ltd., 511 N. Main Ave., let contract to F. A. Nunnally, P. O. Box 1567, for building, N. Flores St.; Bartlett Cocke, 3501 Broadway, Archt.

**SAN ANTONIO**—Straus-Frank Co., 301 S. Flores St., plans office building and warehouse, Coliseum Drive, bet. E. Houston & E. Commerce St.; Atlee B. & Robert M. Ayres, 30th floor, Transit Tower, Archts.

**SILSBEE**—Southwestern Bell Telephone Co., 308 S. Akard, Dallas, received bids for dial building.

**TEMPLE**—Nick De Maris Distributing Co., Katy Freight Warehouse, let contract to Blankenstein & Campbell Construction Co., 205 E. Avenue A, at \$39,747, for warehouse and office; Lee R. Buttrill & Assocs., P. O. Box 45, Archts.

**TYLER**—Humble Oil & Refining Co. received bids for additions and alterations to office building, McKellar Road & Potter Place.

**VICTORIA**—William M. Greeson, 1610 N. Laurent St., let contract to D. W. Marshall, P. O. Box 32, at \$69,884, for dairy building, 1610 N. Laurent St.; Jordan C. Ault & Assocs., 604 E. Goodwin St., Archts.

**WICHITA FALLS**—Fox Randel Chevrolet Co., Floyd Randel, 601 Lamar, let contract

to Bibb Construction Co., 1608 Monroe St., at \$70,000, for one-story building.

### VIRGINIA

**HAMPTON**—Wise Contracting Co., Richmond, has general contract for alterations and additions to Bell Telephone Building, Section "B"; Merrill C. Lee, Archt.

**LEESBURG**—The Loudoun Times Publishing Co., Hubert B. Phipps, Pres., purchased Loudoun News; will merge with Times Mirror.

**LURAY**—Stainback & Scribner, 112 N.E. Third St., Charlottesville, Archts., to receive bids about April 10 for factory for Blue Bell, Inc., New York.

**NEWPORT NEWS**—Esso Standard Oil Co., Marketing Subsid. of Standard Oil Co., N. J., plans marine bunker oil station.

**NEWPORT NEWS**—Old Dominion Freight Line, \$38,000 freight terminal. Sawyer Construction Co., Hampton, has general contract; H. Carl Messerschmidt, Archt.

**NORFOLK**—Graybar Electric Co. received bid from A. & P. Construction Co., 419 W. 22nd St., at \$153,579, for wholesale building; Alfred M. Lublin, 931 W. 21st St., Archt.

**RICHMOND**—Frederick S. Grunwald received bids for garage additions and alterations; Courtenay S. Welton Sons, 106 S. 3rd St., Archts.

**RICHMOND**—Jones Motor Car Co., Inc., received bid from O. Kennon Perrin Co. for

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alterations and additions; C. W. Huff, Jr., Archt.

**RICHMOND** — Universal Leaf Tobacco Co. let \$267,962 contract to A. H. Ewing's Sons for office building; Baskerville & Son, Archts. **SMITHFIELD** — Smithfield Packing Co. let contract to Wise Contracting Co., Richmond, for plant additions; Henschlen, Everds & Crombie, Archts.-Engrs.

#### WEST VIRGINIA

**KENOVA** — Line Material Co., Milwaukee, Wis., \$1,200,000 electrical porcelain plant. **MORGANTOWN** — Mathieson Chemical Corp., Baltimore, Md., and American Enka Corp., New York, jointly propose new plant. **PARKERSBURG** — Libbey - Owens - Ford Glass Co., Nicholas Bldg., Toledo, Ohio, proposes doubling plant capacity.

## WHO'S WHERE

The Nashville, Chattanooga & St. Louis Railway recently announced the appointment, effective March 1, of A. J. Phillips as freight traffic agent at Chattanooga, Tenn., succeeding E. G. Tucker, deceased. Mr. Phillips will report to H. G. Edmondson, general agent at Chattanooga.

The Seaboard Air Line Railroad Company recently announced the following appointments:

Effective February 28, Mr. C. C. Crosby was named general agent at Richmond, Va., and Mr. E. N. Quayle, general freight agent at Richmond.

Effective March 1, Mr. F. E. Harrison was appointed district freight agent at Richmond, Va. Mr. E. P. Holt was named commercial agent at Albany, Ga., succeeding Mr. Harrison.

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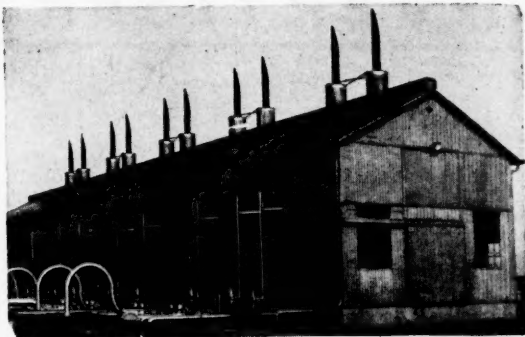
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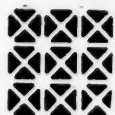
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**THIS RURAL SCENE** is not an unusual background for cast iron pipe. The installation might be a water supply line for a city nearby. It could be a sewer force main leading to a treatment plant. Also it might be a gas transmission line for a city, in which case it would unquestionably be of the mechanical joint type.

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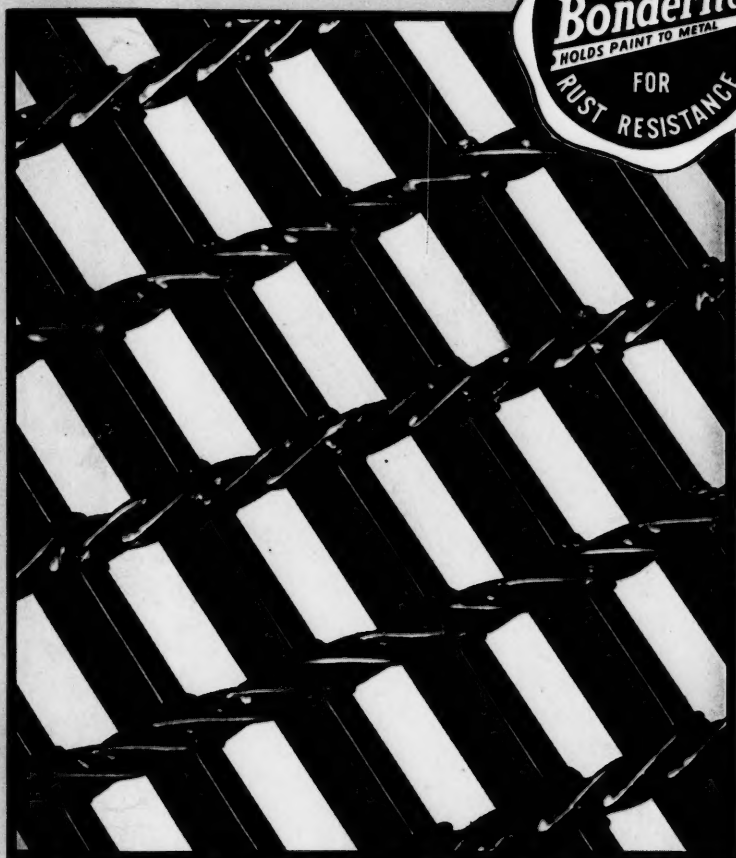
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